

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

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

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

**LIBERTY UTILITIES (CALPECO ELECTRIC) LLC'S (U 933-E)  
PUBLIC SAFETY POWER SHUTOFF 2023 POST-SEASON REPORT**

Dated: March 1, 2024

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PUBLIC SAFETY POWER SHUTOFF 2023 POST-SEASON REPORT**

Liberty Utilities (CalPeco Electric) LLC (“Liberty”) hereby submits its Public Safety Power Shutoff (“PSPS”) 2023 Post-Season Report pursuant to Commission Decision 21-06-034 in Phase Three of R.18-12-005.

Respectfully submitted,

/s/ Jordan Parrillo

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**Attachment A**

**Public Safety Power Shutoff 2023 Post-Season Report**

## Section I, Background: Overarching Regulation

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

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

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

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

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

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

## Section II: Amendments to Post-Event Reports

### A. Regulatory Requirements

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

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

N/A

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]

N/A

**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) in 2023 by:*
  - a. *Identify the date 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]

N/A

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]

N/A

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]

N/A

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]

N/A

### **Section III: Decision-Specified**

#### **A. Education and Outreach**

1. *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-1.1. – E.1.4. for specific requirements on the surveys.*

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

Refer to attachments: “Attachment 1 - Liberty Wildfire Messaging Awareness – Wave 1” and “Attachment 2 - Liberty Wildfire Messaging Awareness – Wave 2.”

#### **B. Medical Baseline and Access and Functional Needs**

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

Liberty has the following programs that provide PSPS support for persons with access and functional needs (“AFN”) and vulnerable populations. More information on most programs can be found in Liberty’s 2023 Plan to Support AFN Populations During PSPS.

##### **a. Free and/or subsidized backup batteries:**

In 2022, Liberty filed an application for its proposed Customer Resiliency Program (“CRP”) with the CPUC. The proposed CRP included a behind-the-meter (“BTM”) battery storage program that would have been offered to all of Liberty’s critical needs customers, including Medical Baseline Customers. The proposed BTM battery storage component was not in the implemented version of CRP.

To provide Medical Baseline customers access to back-up power for life-sustaining devices, Liberty is in the initial stages of establishing a free portable backup battery program. Liberty is assessing third-party providers to facilitate most program functions, including battery procurement, customer needs assessment, and battery delivery.

- b. **Self-Generation Incentive Program Equity Resiliency Budget:** N/A
- c. **Community Microgrid Incentive Program:** N/A
- d. **Hotel Vouchers:** Liberty does not have a specific hotel voucher program in place, but Liberty has accommodated requests from customers for lodging during significant outage events on an as-needed basis. Liberty has ordered gift cards for use during PSPS events on an as-needed basis for food, lodging, or other customer needs. Liberty looks to continue working with local organizations to remain aware of community needs.
- e. **Transportation to CRCs:** Liberty does not currently provide transportation/paratransit services.
- f. **Other applicable programs:**
  - i. **Community-Based Organization (“CBO”) Partners:** Liberty seeks opportunities to provide PSPS preparedness information through established CBOs throughout the year. Liberty proactively sent PSPS and wildfire mitigation preparedness information via email to CBOs, city, county, and school contacts throughout its service territory in 2023 and discusses this information during physical site visits and virtual meetings with CBOs. Liberty also continues to grow and expand CBO networks throughout its service territory, providing materials and resource information for CBOs to share within the communities they serve.
  - ii. **Community Engagement:** Liberty hosts community meetings throughout its service territory to educate customers on the PSPS notification process. When applicable, Liberty will co-host meetings with public safety partners and AFN advocacy groups. Liberty discusses PSPS preparation with CBOs during physical and virtual meetings throughout the year. Liberty also provides PSPS materials to CBOs, cities, counties, and schools.
  - iii. **AFN Outreach:** Liberty executes customer outreach to share information about PSPS awareness through a variety of methods, including community events, website resources, social media, bill inserts, targeted outreach to multi-family dwellings and mobile home parks, radio ads (including multicultural media), digital ads, print ads, and through call center staff. Liberty plans to execute AFN identification outreach through a variety of channels throughout 2024, including CBO outreach and targeted customer outreach to encourage AFN self-identification, customer program enrollment, and increased awareness of AFN resource availability where applicable.
  - iv. **In-Language/Accessible Materials:** Liberty provides PSPS toolkit information in English, Spanish, French, German, Chinese, Vietnamese, and Tagalog.

- v. **Community Resource Centers (“CRCs”)**: Liberty continues to establish agreements with community partners and facilities throughout its service territory in preparation for PSPS events. Liberty has CRC agreements established throughout its service territory and continues to seek additional options to meet customer needs during potential PSPS events. Liberty has established an internal working group comprised of representatives from a variety of departments, including Emergency Management and Wildfire Mitigation, to focus on CRC planning. The group meets regularly to develop plans, determine priorities, and execute required action for CRC preparedness in 2024. This internal group continues to develop a thorough approach to CRC execution and collaborates externally with community stakeholders.
- vi. **Tribal Engagement**: Liberty maintains a working relationship with the Washoe tribal community, the only tribal community in Liberty’s service territory. Liberty includes the Washoe Tribe as an essential public safety partner and has worked closely with tribal contacts regarding PSPS event preparation and the establishment of a CRC on tribal land. The Washoe Tribe has continued to provide helpful insights, not only through regular contact, but also through participation in survey efforts. Working with the Washoe Tribe has proven beneficial to the effectiveness of PSPS information sharing throughout the tribal community. Liberty will continue to develop a mutually supportive working relationship with the Washoe Tribe in 2024.
- vii. **211 Care Coordination and Referral Service**: Liberty has engaged 211 contacts where available and plans to seek additional collaboration throughout 2024. 211 offers support to residents in most counties Liberty serves, excluding residents in Sierra and Plumas counties. Liberty implemented a webpage dedicated to 211 customer resource information in 2021. Liberty does not currently participate in 211 Care Coordination contracts.
- viii. **Preparation Exercises and Training**: In preparation for wildfire season, Liberty will conduct internal training for its Incident Management Team and a Public Safety Partner Workshop on April 11, 2024, a tabletop PSPS exercise on May 23, 2024, and a full-scale PSPS exercise on June 27, 2024. The full-scale exercise and the planning meetings leading up to the exercise will include Cal OES, CPUC, CAL FIRE, and Office of Energy Infrastructure Safety (OEIS), along with other public safety partners, including government, critical facilities, and AFN Community advocates.
- ix. **Collaboration with AFN Population Support Networks**: In 2022, Liberty provided funding for shelf stable food items to be distributed to Liberty clients, supporting PSPS preparedness. Understanding that food insecurity is a common concern surrounding AFN populations during a potential de-energization event, Liberty has since taken a hands-on approach to this effort. In 2023, Liberty staff packed boxes containing shelf stable food items, bottled water, PSPS preparedness information, and assistance program information targeted at seniors. Liberty was able to provide these boxes to senior nutrition programs everywhere in its service



territory but Portola in 2023 and is working on future collaboration efforts in this area.

- 2. 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 [PSPS] events on persons with access and functional needs and vulnerable populations.*

The costs associated with Liberty programs aimed at mitigating the impacts of PSPS events on persons with access and functional needs and vulnerable populations are tracked within three of Liberty’s Wildfire Mitigation Plan (“WMP”) initiatives: WMP-CO-01: Public outreach and education awareness for wildfires, PSPS, outages from protective equipment and device settings, and vegetation management, WMP-EP-05: Customer Support in Wildfire and PSPS Emergencies, and WMP-GDOM-GO-03: Personnel work procedures and training in conditions of elevated fire risk. Costs are tracked as either labor or non-labor related costs. Not all costs captured in these WMP initiatives are specifically associated with mitigating the impacts of PSPS events on persons with access and functional needs and vulnerable populations. In 2023, Liberty’s costs for WMP initiative WMP-CO-01 included \$65,525 of non-labor costs.<sup>1</sup> Additionally, Liberty incurred \$30,000 in non-labor costs in WMP-EP-05 related to retainer fees for establishing Community Resource Centers (“CRCs”) and approximately \$5,429 in non-labor costs related to storing supplies to be provided to customers in the event of activating a CRC. The following Liberty positions also include labor costs associated with mitigating the impacts of PSPS events on persons with access and functional needs and vulnerable populations: Manager of Business and Community Development, Manager of Emergency Management, and Fire Protection Specialist.

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

Through September 2023, the costs associated with Liberty programs aimed at mitigating the impacts of PSPS events on persons with access and functional needs and vulnerable populations were charged to the following Liberty balancing accounts: “8800-WMP-EXPENSE” and “8800-WMP-PSPSOUTR.” Labor and non-labor related costs are broken down within this account using individual cost codes. Starting in Q4 2023, Liberty implemented a new accounting system, and these costs are now charged to the following Liberty work codes: “DCA.CEWF MID.BS.DEFD.1860” and “DCA.WMPOPST.BS.DEFD.1860.”

- 4. 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 [PSPS] event.*

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

None.

### **C. Mitigation**

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<sup>1</sup> Refer to “Attachment 4-Liberty\_POSTR3\_3-1-2023”

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

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

N/A

#### **D. 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.]

N/A

#### **E. Transmission**

1. *Description of the impact of de-energization on transmission.*
2. *Evaluation of how to mitigate and prepare for those impacts in future potential de-energization events.*
3. *Identify and describe all studies that are part of such analysis and evaluation.*
4. *Identify all efforts to work with publicly owned utilities and cooperatives to evaluate the impacts of de-energization on transmission*

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

Liberty did not initiate any proactive de-energization events in 2023. Liberty does not own transmission lines that serve non-Liberty customers. Therefore, any decision to de-energize Liberty-owned transmission would impact only Liberty customers (apart from a very small number of PG&E customers fed from Liberty's distribution lines near Echo Summit).<sup>2</sup>

Liberty will continue to work with NV Energy and local POUs to prepare and coordinate on issues in advance of each PSPS season. Liberty's power provider is NV Energy, which is part of the NV Energy Balancing Authority Area. NV Energy has a program for proactive de-energization called Public Safety

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<sup>2</sup> For these non-Liberty customers, Liberty has established PG&E points of contact for coordination.

Outage Management (“PSOM”). The de-energization of transmission sources owned by NV Energy is not a Liberty PSPS event because the decision to de-energize is determined by NV Energy, which owns the transmission lines, and by NV Energy alone. If an NV Energy de-energization impacts Liberty’s power lines and customers, Liberty will follow established PSPS protocols when it comes to PSPS communications to the extent possible. Liberty will coordinate closely with NV Energy liaisons and will communicate relevant information to government entities, public safety partners, critical infrastructure providers, and customers. Liberty has worked closely with NV Energy’s operations and emergency management staff to coordinate communications and share information regarding fire weather observations. Additionally, Liberty has regular meetings with NV Energy, Truckee Donner Public Utilities District, and public safety partners to discuss the impacts of an NV Energy de-energization to Liberty customers.

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

- 1. Discuss how your meteorology and fire science predictive models performed over the year. What changes will you make to improve performance?*

During the 2023 fire season, Liberty continued to utilize its current meteorology and fire science predictive models with the support of REAX Engineering. These models performed qualitatively well, and incoming weather events were identified with advanced warning to allow for sub-PSPS mitigations to be taken as appropriate. Liberty considers PSPS to be a mitigation of last resort and did not initiate a PSPS during the 2023 fire season. For more information on the weather forecasting and fire potential models Liberty utilized during the 2023 fire season, please refer to section 8.3 (Situational Awareness and Forecasting) of its 2023 WMP.

Like its peer SMJUs, Liberty is adding Technosylva’s FireRisk product to its weather forecasting and fire potential modeling capabilities. FireRisk is an operational tool that will provide Liberty with near-to-live weather forecasting and identify locations of concern in its service territory, given the PSPS thresholds that Liberty has set to identify when PSPS may be warranted. FireRisk will introduce more frequent weather and fire potential observations to Liberty’s operational decision-making process, enhancing Liberty’s ability to predict and prepare for high-risk scenarios.

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

N/A

- 3. Explain your communication to customers about the cost/benefit analysis you perform to determine whether to utilize protective equipment and device settings or PSPS during a weather event.*

Liberty has not communicated to customers about cost/benefit analyses performed to determine whether to utilize protective equipment and device settings or PSPS during a weather event.

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.

Public Safety Partners were fully integrated into the planning and execution of Liberty exercises in 2023. Communication with Liberty’s Public Safety Partners is ongoing throughout the year, and participation was solicited through email invitations to the events which were held virtually. A similar process will be followed in 2024, and the planning meetings/exercises will be conducted in a “hybrid” environment, or partially virtual and partially in person. Public Safety Partners were invited to and represented at the following planning meetings and exercises:

<b>Date</b>	<b>Topic</b>	<b>Participants</b>
2/16/2023	Exercise Concepts and Objectives Meeting	CPUC, Cal OES, CAL Fire
3/9/2023	Exercise Initial Planning Meeting	CPUC, Cal OES, CAL FIRE, Town of Truckee, Nevada County, Placer County, Connecting Point, Verizon, T-Mobile, AT&T, Tahoe Donner Public Utility District
4/6/2023	PSPS Midterm Planning Meeting	CPUC, Cal OES, CAL FIRE, Town of Truckee, Placer County, Connecting Point, Nevada County, Verizon, T-Mobile, Frontier Communications, AT&T, Tahoe Donner Public Utility District, North Tahoe Fire
4/27/2023	PSPS Final Planning Meeting	CPUC, Cal OES, CAL FIRE, Town of Truckee, Placer County, Connecting Point, Nevada County, Verizon, T-Mobile, Frontier Communications, AT&T, Tahoe Donner Public Utility District, North Tahoe Fire
5/25/2023	PSPS Tabletop Exercise	CPUC, Cal OES, CAL FIRE, Town of Truckee, Placer County, Connecting Point, Nevada County, Verizon, T-Mobile, Frontier Communications, AT&T, Tahoe Donner Public Utility District, North Tahoe Fire
6/23/2023	PSPS Functional Exercise	CPUC, Cal OES, CAL FIRE, Town of Truckee, Placer County, Connecting Point, Nevada County, Verizon, T-Mobile, Frontier Communications, AT&T, Tahoe Donner Public Utility District, North Tahoe Fire, Reax Engineering

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

A synopsis of lessons learned from Liberty’s de-energization exercises in 2023, the resulting action items, and their implementation and consequences are provided in: “Attachment 3 – POSTR1 Section IV.5.”

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

Liberty continues to successfully integrate public safety partners, community-based organizations, and critical infrastructure into the exercise planning process and the exercises. In addition to planning and exercising, they provide input after the exercise that is included in the after-action review and exercise documentation. Emergency Management works closely with the Liberty Community Outreach Coordinators to participate in meetings with city, county, and state officials; key CBOs; and its Wildfire Safety Community Advisory Council. This approach allows Emergency Management to be familiar with community partners and their concerns throughout the year

*7. Discuss the complaints you received (as documented in POSTR4) and any lessons learned and implementation of changed business practices.*

Liberty did not initiate any proactive de-energization events in 2023 and did not receive any complaints regarding PSPS.

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

Liberty did not initiate any proactive de-energization events in 2023. Liberty’s internal PSPS exercises on May 25, 2023, and June 22, 2023, served as key training tools for identifying potential gaps or problems with existing notification plans.

*9. How did your Public Safety Specialists and Public Affairs Representatives deconflict and synchronize operational direction given to local government’s Office of Emergency Services? What lessons did they learn in 2022 and what corrective actions are planned?*

Liberty does not have Public Safety Specialists or Public Affairs Representatives. However, during PSPS events, individuals who are tasked with communication for public safety partners, including local governments’ Office of Emergency Services, assume similar roles. Because Liberty has never executed a PSPS, it has not experienced any instances during which representatives needed to deconflict operational direction to local governments’ Office of Emergency Services. To help synchronize communication during PSPS events, Liberty’s Liaison Officer provides daily situational briefings to Public Safety Partners which includes Office of Emergency Services from local governments. Partners are also given the direct line to the Liaison Officer if questions or concerns require an immediate response.

*10. What process did your Public Safety Specialists follow to provide situational awareness and ground truth to your EOC? How did the EOC incorporate their input?*

Liberty does not have Public Safety Specialists. Situational awareness is provided primarily by Liberty's fire science consultant, who designed Liberty's PSPS forecasting and monitoring tools. Leading up to a potential event, Liberty's fire science consultant provides weather and model observations directly to the EOC multiple times per day. The Incident Commander utilizes the information for PSPS decision-making. Additionally, Liberty will have operational personnel proactively patrolling power lines leading up to an event. Field staff will report safety concerns to the Operations Section Chief if they observe unsafe conditions.

**Attachment 1**

**Liberty's Wildfire Messaging Awareness (Wave 1)**



# Wildfire Messaging Awareness

Prepared by

MDC Research

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# Objectives & Methodology

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

- Measure awareness of Liberty Utilities (Liberty) messages related to wildfire preparedness
- Identify recall of specific message topics
- Identify recall of message channels
- Measure recall and understanding of Public Safety Power Shutoff or PSPS
- Evaluate sources customers are most likely to turn to for information about PSPS
- Explore actions taken by customers to prepare for wildfire season
- Measure awareness of Liberty's efforts to reduce the risk of wildfires
- Evaluate PSPS notifications perception

## Target Audience

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

## Methodology

- Customers were surveyed at random from Liberty customer records, targeted for either phone or web administration
- Surveys available to customers in English and Spanish
- A total of 282 surveys, including 29 from critical customers, were completed between June 6 and June 22
  - ☎ Phone: 80 completed surveys
  - 📱 Web: 202 completed surveys



# Key Findings

## Communications

- 56% are aware of wildfire safety communications, significantly lower than 67% in November 2022.
- Liberty remains the primary source for wildfire preparedness information, and personal preparedness and vegetation management are the most common messages recalled.
- Email remains the most cited channel for wildfire preparedness communication; TV news, bill inserts, direct mail, and social media make up the next most common tier.
- Community meetings or events, bill inserts, and the Liberty website are considered the clearest and highly useful resources for information about wildfire preparedness.
- 54% recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS,” significantly lower than last wave (67%). TV News (33%) and email (32%) remain the most common sources of PSPS communication, though mentions of TV news and radio decreased significantly from 44% in November to 33% in June and 19% in November and 11% in June, respectively.
- 39% say they would first turn to the Liberty website for information about a PSPS event. And 77% 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,” a significant decrease from last wave (87%).
- Notifications via text and email are considered most effective forms of communication from Liberty. Larger font is considered the most helpful element of communications that could be incorporated.

## Actions Taken

- Similar to November 2022, 84% have taken action to prevent wildfires or to prepare their home or business for the event of a wildfire. Trimming vegetation around properties remains the most common action taken, followed by creating defensible space.
- 56% are aware of Liberty's efforts to prune vegetation around power lines in higher-risk areas. Recallers are significantly more likely than Non-Recallers to be aware of the majority of Liberty's efforts.
- Recall of Liberty's efforts to enhance utility corridor access and clearance and installing local weather monitoring points have decreased since November.
- 57% are aware they can update their contact information with Liberty, and 73% of those have done so, in line with November 2022 findings.

## AFN and Critical Customers

- 73% of customers can be considered AFN.
- Of the resources available to the public, customers are most likely to be aware of special payment arrangements, LIHEAP, and CARE; 34% have not investigated any of the resources and 24% report no need.
- Only 1% of AFN customers have heard of AFN Self-Identification.
- Among those reporting that they rely on electricity for medical needs, 41% are aware of additional notices from Liberty.
- 98% of respondents indicated it would not be helpful to receive communications in a language other than English.



# Recommendations

Consider additional communication efforts to ensure wildfire safety remains top of mind, despite the cold/wet winter.

- Communication awareness dropped from 67% in November 2022 to 56% in June 2023.
- Awareness has dropped to levels last seen in August 2021.

Continue efforts to promote actions taken by Liberty to mitigate the risk of wildfires and PSPS.

- Recall of messages around Public Safety Power Shutoff and system hardening, have decreased since November 2022, and is lower than in all previous waves.
- Messaging around Liberty's efforts will help show that proactive steps are being taken, and PSPS is a last resort, and only used for the most dangerous conditions.

Leverage emails and bill inserts to drive customers to the Liberty website. Community meetings or events, bill inserts, and the Liberty website are considered clear and useful, and email and bill inserts remain among the most recalled communication channels. Email and bill inserts can serve to direct customers to the website for additional detailed information.

Remind customers of the importance of having an emergency readiness plan and emergency kit. Only 6% of customers have prepared an emergency kit, and the percentage who prepared an emergency readiness plan declined from 2% in November to 1% in June.

Take extra steps to promote PSPS preparedness. Recall has decreased compared to the pre and post 2022 waves, and there is risk that customers could become complacent due to the cold/wet winter. TV news and email remain the primary sources of information about PSPS yet recall of TV news and radio have decreased significantly since November 2022.

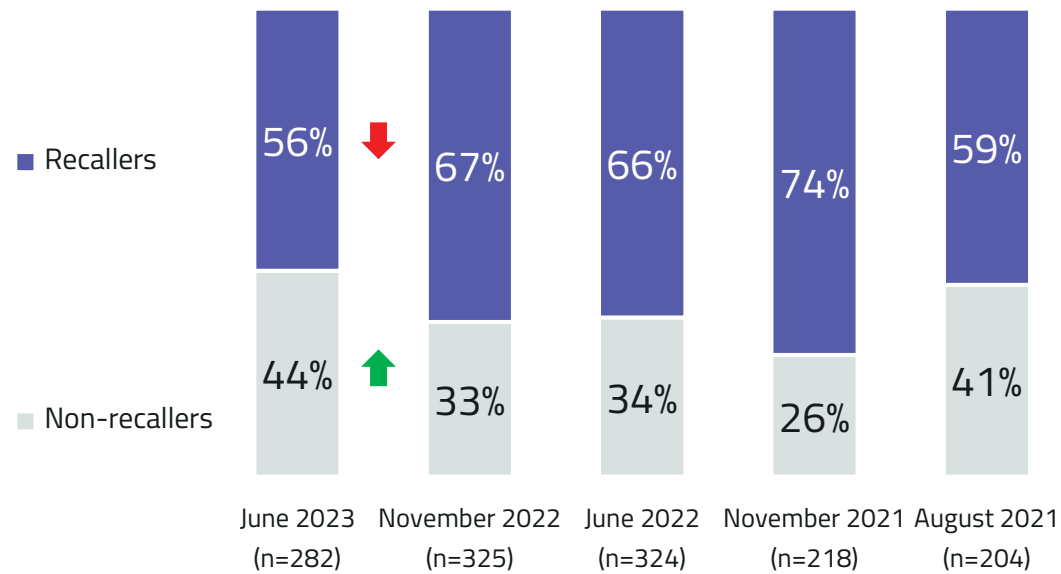
Be proactive with PSPS notifications. More than half agree that notifications should be sent if there is any possibility of a PSPS. As conditions change, keep customers informed leading up to the predicted event.



# Wildfire Safety Communications Awareness

- Just over half (56%) have seen or heard communications about wildfire safety in the past year, significantly lower than in November 2022 (67%)

## Communication Awareness



	Recallers (n=158)	Non-Recallers (n=124)
Gender	Male – 49% Female – 44%	Male – 53% Female – 38%
Age	18-54 – 20% 55-64 – 24% 65+ – 48%	18-54 – <b>35%</b> 55-64 – 20% 65+ – 37%
Median Income	\$112K	\$126K
Home Ownership	Rent – 8% Own – 87%	Rent – 10% Own – 84%
Primary Language is not English	9%	15%
Responded they Rely on Electricity for Medical Needs	23%	18%

Q2 Have you seen or heard any communications about wildfire safety in the past year? (n=282; Total)

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



# Communication Recall

(among those aware of communications)

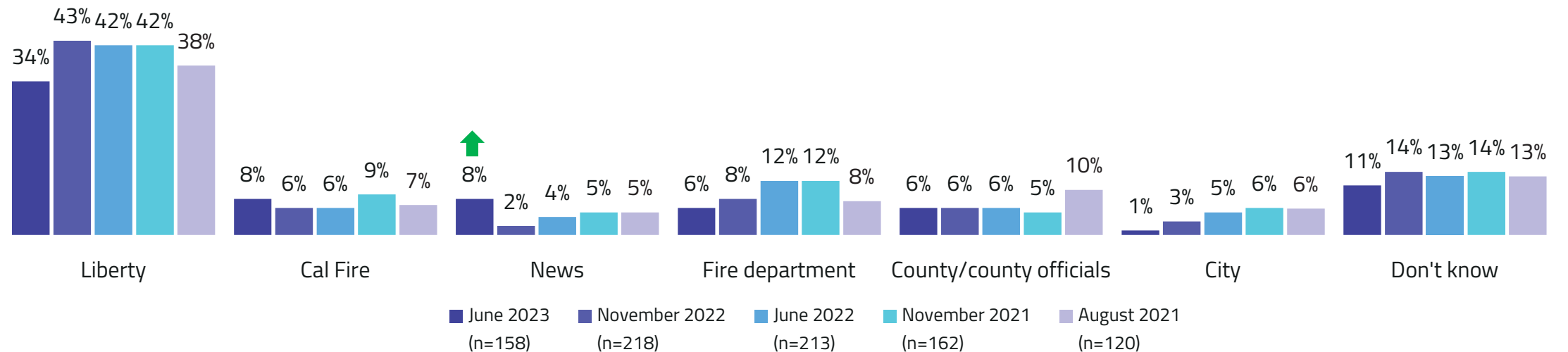


# Sources of Wildfire Preparedness Communications

- Of those aware of communications, three in ten (34%) mention Liberty as the source of wildfire preparedness communication, in line with previous waves of the study
- One in ten (11%) are not aware of the source of communication, consistent with November 2022 (14%)

## Wildfire Preparedness Communications Sources

(among those who recall communication)



Q5 Who was the communication about wildfire preparedness from? (n=158; Aware of Communication)

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
















# Wildfire Preparedness Communications Messages

- Of those who recall communications, three in five recall messages about personal preparedness (61%), followed by vegetation management (56%)
- Compared to the previous wave, mentions of Public Safety Power Shutoff and system hardening have decreased significantly (27% vs 41% and 9% vs 20%, respectively)

## Communications Messages Recalled

*(among those who recall communication)*

		Nov 2022 (n=218)	June 2022 (n=213)	Nov 2021 (n=162)	Aug 2021 (n=120)
Personal Preparedness	 61%	56%	55%	56%	59%
Vegetation Management	 56%	59%	56%	52%	48%
Liberty's Wildfire Mitigation Plan	 31%	40%	33%	31%	33%
Public Safety Power Shutoff	 27% ↓	41%	37%	48%	38%
Notifications & Updating Customer Information	 23%	28%	31%	28%	31%
Local Emergency Services – Resources	 20%	24%	30%	30%	18%
Medical Needs	 20%	17%	18%	20%	18%
Local Emergency Services – Support Tools	 15%	21%	18%	24%	14%
Community Resource Centers available for information and support	 15%	19%	15%	18%	13%
California Public Utility Commission designation of high wildfire threat areas	 15%	21%	16%	23%	13%
Enhanced Wildfire Safety Settings	 12%	17%	Added November 2022		
System Hardening	 9% ↓	20%	10%	15%	12%
Weather Stations	 9%	9%	6%	18%	11%

Q3 What were the messages of the communications you saw or heard about wildfire preparedness? (n=158; Aware of Communication)

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

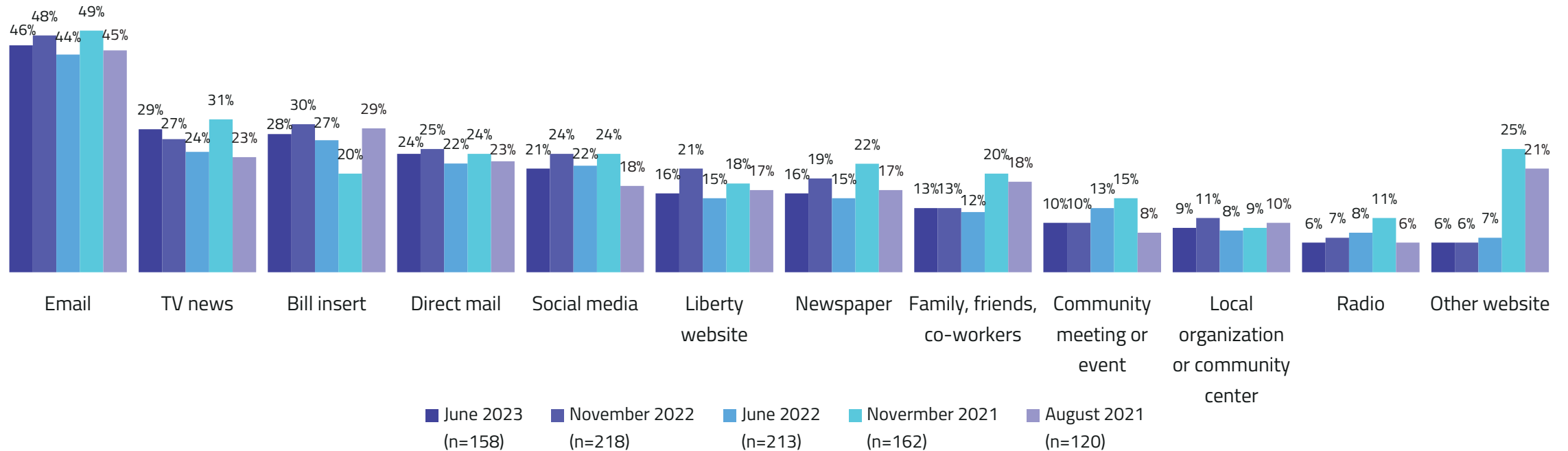


# Information Channels for Wildfire Communications

- Email remains the most common channel for wildfire preparedness communication with just under half mentioning it (46%), followed by TV news (29%), and bill inserts (28%); mentions of all communication channels remain statistically consistent with November 2022

## Information Channels for Wildfire Preparedness Communications

(among those who recall communication)



Q4 Where did you see or hear the communications about wildfire preparedness? (n=158; Aware of Communication)

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





# Information Channels for Wildfire Communications (cont.)

- A handful of “other websites” were mentioned by respondents

## Other websites include:

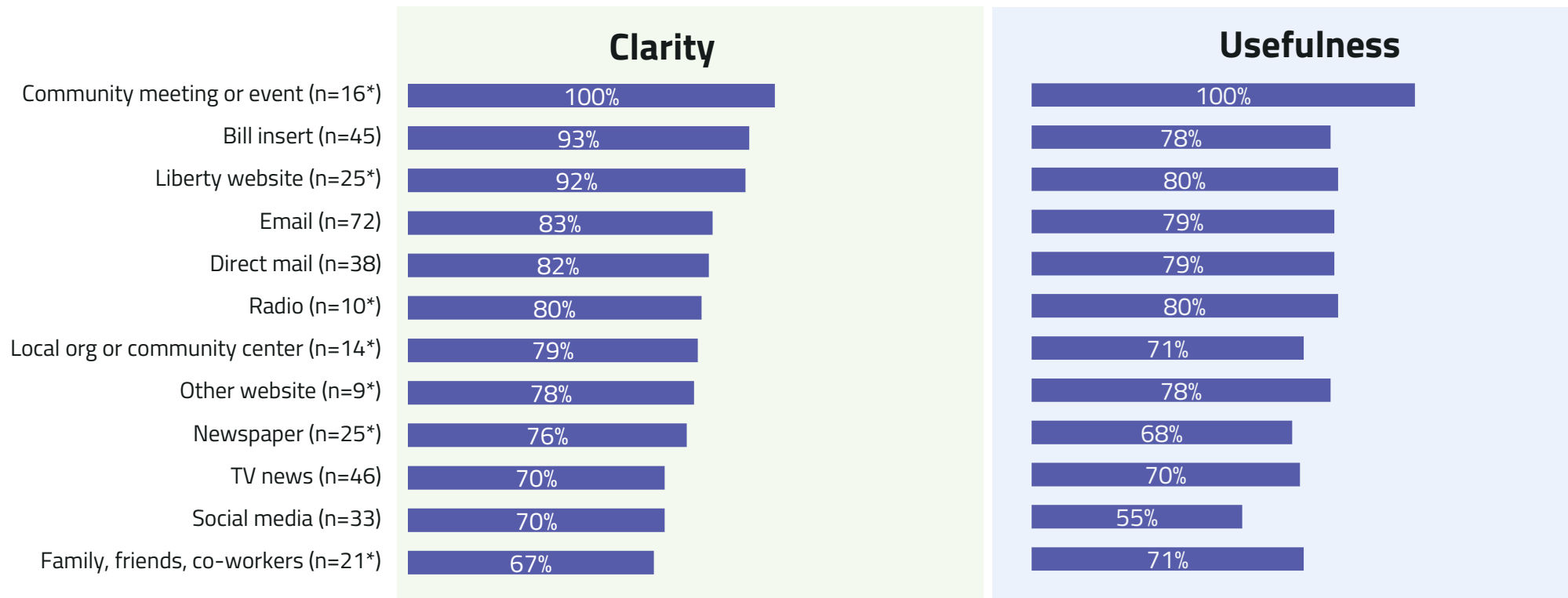
- North Tahoe Fire District
- Weather websites
- Firewise
- Tahoe Fire and Fuels Team
- Lake Tahoe Basin Management Unit

Q4 Where did you see or hear the communications about wildfire preparedness? (n=158; Aware of Communication)



# Information Usefulness and Clarity

- In terms of clarity, community meetings or events are rated the highest, along with bill inserts and the Liberty website
- In terms of usefulness, community meetings or events are rated highest, followed by the Liberty website



Q4A How useful was the information about wildfire preparedness from each of these sources? (n=158; Aware of Communication)

Q4B How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=158; Aware of Communication)

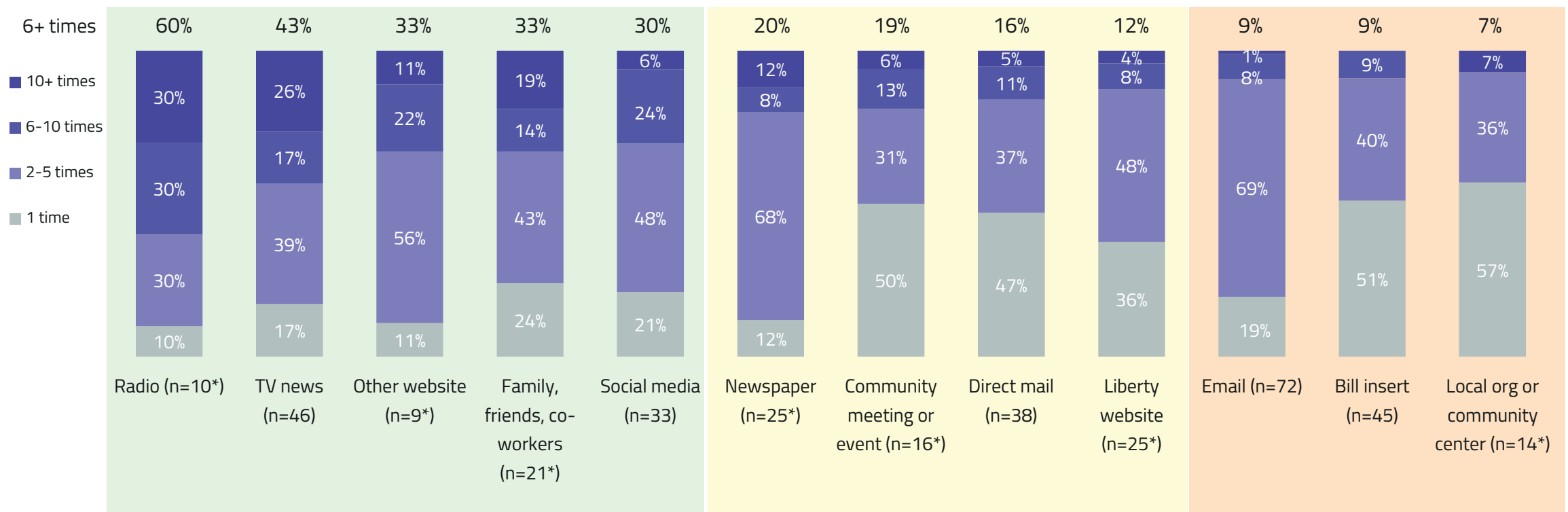
\*Small sample size (n<30)



# Communication Frequency

- Three in five say they have seen at least six messages about wildfire preparedness on the radio (60%), followed by TV news (43%), other websites (33%), family, friends, co-workers (33%), and social media (30%)

## Communication Frequency



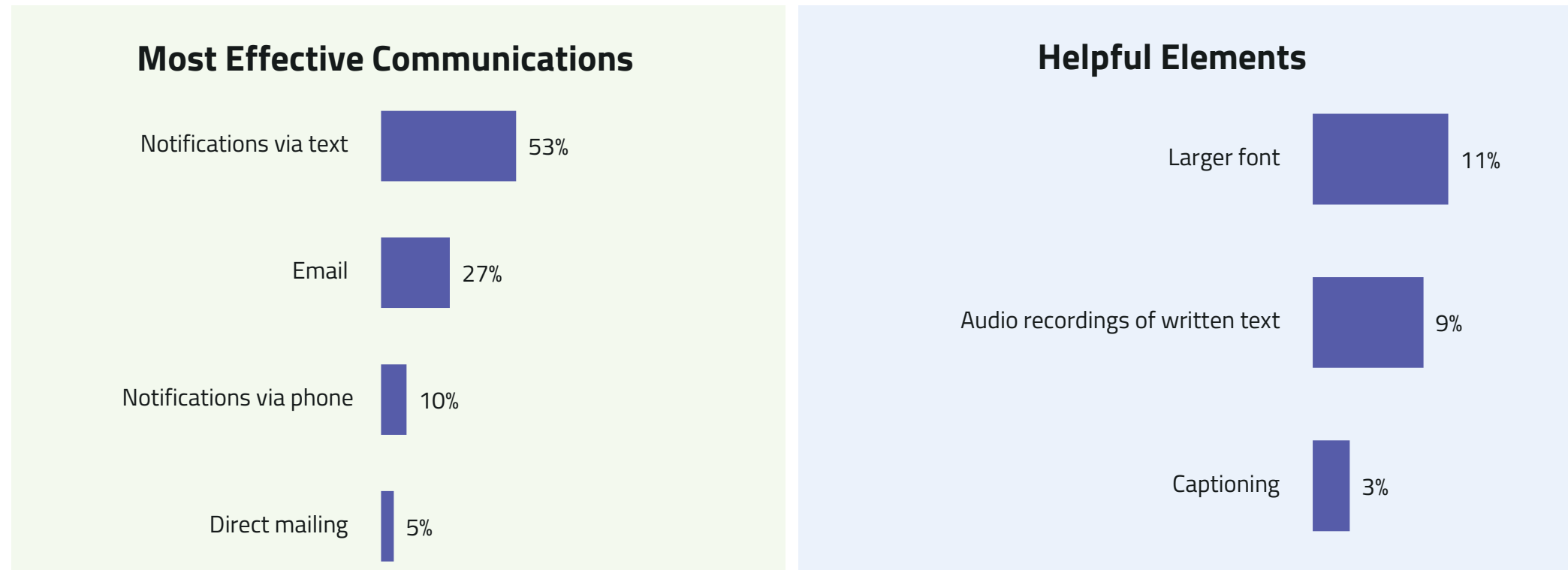
Q5A In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? (n=158; Aware of Communication)

\*Small sample size (n<30)



# Effective and Helpful Communication

- Notifications via text are considered the most effective form of communication from Liberty (53%) followed by email (27%); larger font is the most helpful (11%) element that could be incorporated



A6 What method of communication from Liberty do you find most effective? (n=282)

A12 Regardless of how communications from Liberty are received, which, if any, of the following would be helpful for you? (n=282)



# Wildfire Preparedness Actions Taken

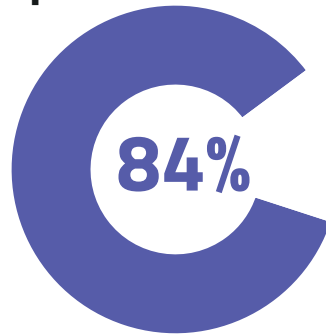


# Wildfire Preparedness

- Over eight in ten (84%) have taken actions to prevent or prepare their home or business in the event of a wildfire, consistent with previous results (88%)
- Trimming vegetation around their home or property remains the most common action taken, mentioned by 69% of respondents
- The percentage of respondents who performed each task remains consistent with previous wave

## Took Actions to Prevent or Prepare for a wildfire

June 2023  
(n=282)



November 2022 (n=325)	88%
June 2022 (n=280)	86%
November 2021 (n=218)	89%
August 2021 (n=204)	88%

Q6 In the past year, have you taken any actions to prevent or prepare your home or business in the event of a wildfire? (n=325; Total)  
Q6A What actions have you taken in your home or business to prevent or prepare in the event of a wildfire? (n=238; Took actions)

Actions Taken <i>(among those taking action)</i>	June 2023 (n=238)	November 2022 (n=286)	June 2022 (n=280)	November 2021 (n=194)	August 2021 (n=180)
Trimmed vegetation around home or property	69%	68%	68%	67%	71%
Created defensible space	35%	43%	39%	38%	31%
Prepared an emergency kit	6%	10%	8%	12%	6%
Clearing roof/gutter	4%	4%	4%	1%	--
Prepared an emergency readiness plan and contact information	1%	2%	11%	5%	4%

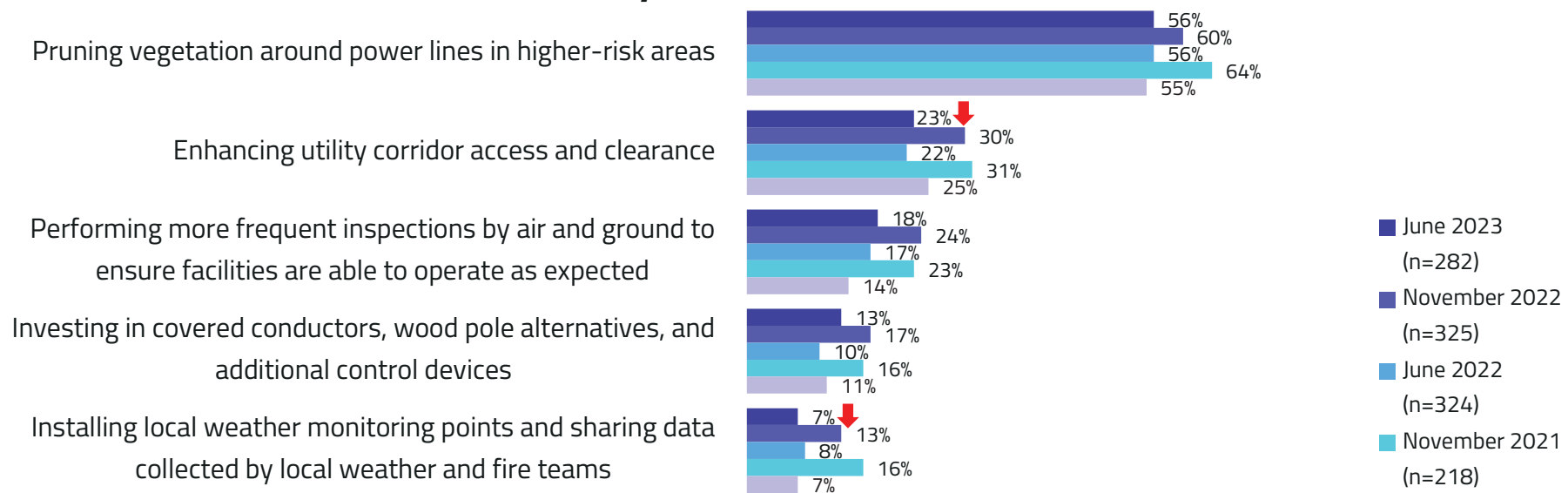
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Awareness of Liberty's Efforts

- Consistent with previous results, more than half are aware of Liberty pruning vegetation around power lines in higher-risk areas (56%)
- Significant decreases in awareness were noted with enhancing utility corridor access (23% vs 30%), and Installing local weather monitoring points (7% vs 13%)
- **Recallers** remain significantly more likely to mention the majority of Liberty's efforts

## Awareness of Liberty's Efforts to Reduce Wildfire Risk



Q7 What efforts by Liberty are you aware of to reduce the risk of wildfire? (n=282; Total)

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



# Awareness of Public Safety Power Shutoff



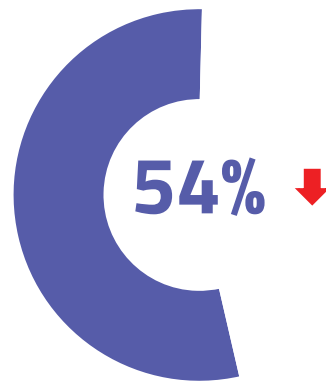


# PSPS Awareness

- Over half (54%) say they recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS,” down significantly from last wave; **Recallers** remain significantly more likely than Non-Recallers to be aware of PSPS (**65% vs 40%**)
- TV news is the leading source of PSPS communications (33%), followed by email (32%); mentions of TV news and radio decreased significantly since last wave (33% vs 44% and 11% vs 19%, respectively)

## PSPS Recall

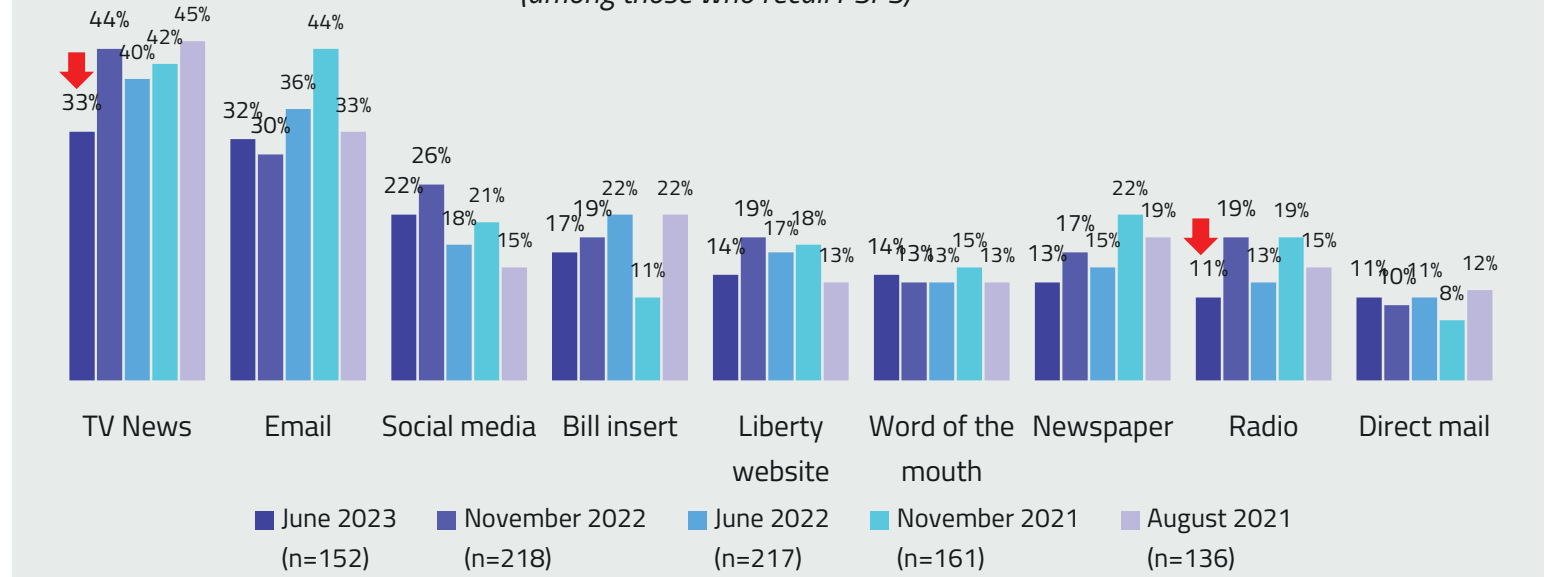
June 2023  
(n=282)



November 2022 (n=325)	67%
June 2022 (n=217)	67%
November 2021 (n=218)	74%
August 2021 (n=204)	67%

## Sources of PSPS Communications

(among those who recall PSPS)



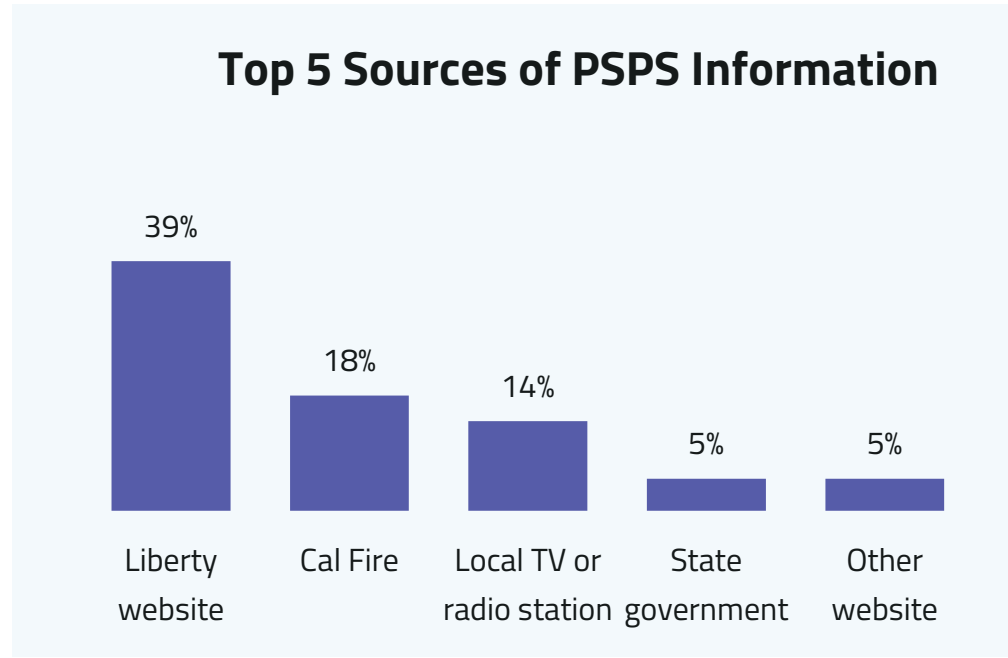
Q8 In the past year, do you recall seeing, hearing or reading the phrase 'Public Safety Power Shutoff or PSPS?' (n=282; Total)  
 Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=152; Recall PSPS Communications)

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



# PSPS Information & Understanding

- The Liberty website remains the most mentioned source for information about PSPS
- Almost eight in ten (77%) 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,” significantly lower than last wave (87%)



## PSPS Understanding

	June 2023 (n=152)	Nov 2022 (n=218)	June 2022 (n=217)	Nov 2021 (n=161)	August 2021 (n=136)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	↓ 77%	87%	82%	82%	79%
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.	59%	66%	63%	65%	71%
A Public Safety Power Shutoff is a last resort by the utility in an effort to prevent a fast-moving, hard to fight wildfire to help ensure customer and community safety.	48%	49%	42%	52%	58%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	47%	45%	43%	43%	46%
Taking steps to enhance situational awareness by tracking satellite information and monitoring weather conditions can reduce the likelihood of a Public Safety Power Shutoff.	34%	38%	Added November 2022		

Q9 Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? (n= 152; Recall PSPS)  
 Q10 What is your understanding of a Public Safety Power Shutoff? (n=152; Recall PSPS)

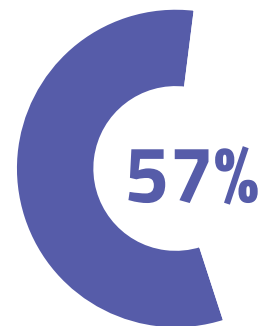
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Contact Information for PSPS

- Just under three in five (57%) are aware they can update their contact information with Liberty; awareness among Recallers is significantly higher than among Non-Recallers (65% vs 48%)
- Almost three quarters (73%) of those aware they can update their information have done so

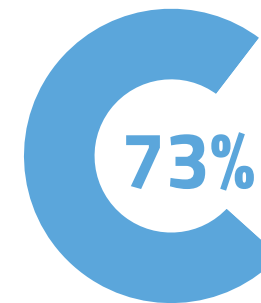
## Awareness of Ability to Update Contact Information for PSPS



November 2022 (n=325)	60%
June 2022 (n=324)	63%
November 2021 (n=218)	64%
August 2021 (n=204)	53%

## Have Updated Contact Information

(among those aware they can update contact info)



November 2022 (n=194)	75%
June 2022 (n=204)	75%
November 2021 (n=140)	68%
August 2021 (n=109)	64%

Q11 Are you aware you can update your contact information with Liberty to receive proactive notification prior to a Public Safety Power Shutoff? (n=282; Total)

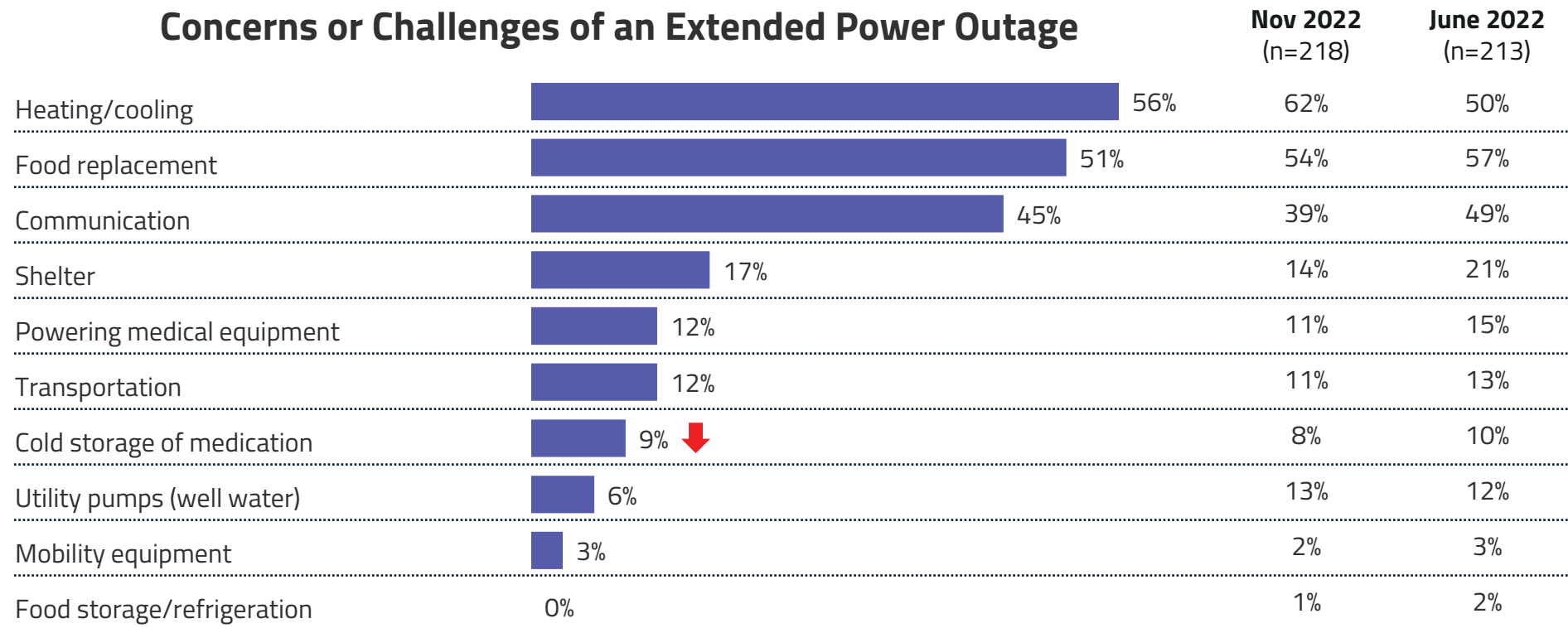
Q11A Have you updated your contact information with Liberty to receive notifications prior to a Public Safety Power Shutoff? (n=162; Aware of Information Update)

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



# Concerns about Extended Outage

- The largest concerns and perceived challenges in the event of an extended power outage include heating/cooling (56%), food replacement (51%), and communication (45%)



A5 In the event of an extended power outage, what are your most significant concerns or challenges? (n=282)

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



# Medical Needs and Language Preferences

**One in five (21%) responded that they rely on electricity for medical needs**

Among **critical customers** the percentage is significantly higher than randomly selected customers (**83% vs 13%**)

**Two in five (41%) of those relying on electricity for medical needs are aware Liberty provides additional notices** prior to a PSPS event

**Over one in ten (12%)**, indicate that another language other than English is primarily spoken; English remains preferred for communications for nearly all respondents (98%)

- Two percent mentioned Spanish as their preferred language

All but five respondents (98%) stated it would not be helpful for them or somebody in their household to receive communications in another language

Q14 Does anyone in your home or business rely on electricity for medical needs/equipment? (n=282; Total)

Q14A Are you aware that Liberty provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment? (n=58; Rely on electricity for medical needs)

Q15 Is your primary language other than English? (n=282; Total)

Q16 Would it be helpful for you or anyone else in your household to receive communications in another language? (n=282; Total)

Q16B What is your preferred language to receive communications? (n=282, Total)

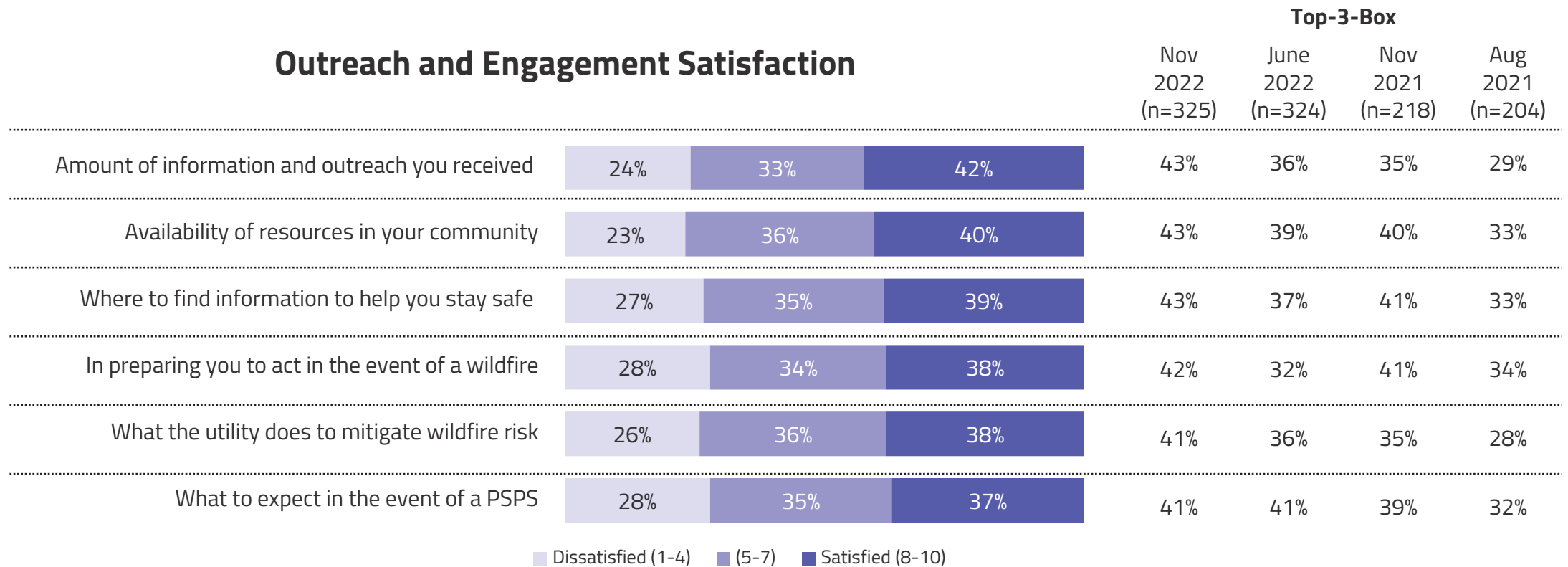
Three wavy lines in purple, cyan, and pink are positioned horizontally across the upper portion of the slide. They are slightly out of phase with each other, creating a rhythmic, wave-like pattern.

Post-PSPS



# Outreach and Engagement Satisfaction

- Customers remain generally satisfied with the outreach and engagement they receive



QSAT1 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you receive? (n=282; Total)

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



# PSPS Notifications

- More than half (51%) say that notifications should be sent if there is any possibility of a PSPS; another 37% feel that notifications should only be sent if there is a high likelihood of a PSPS

<b>PSPS Notifications Perception</b>	June 2023 (n=282)	Nov 2022 (n=325)	June 2022 (n=324)	Nov 2021 (n=218)	Aug 2021 (n=204)
Notifications should be sent if there is any possibility of a PSPS	51%	45%	54%	49%	47%
Notifications should only be sent if there is a high likelihood of a PSPS	37%	44%	35%	39%	41%
Notifications should only be sent if a PSPS is certain to occur	12%	11%	12%	12%	12%

QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=282; Total)



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

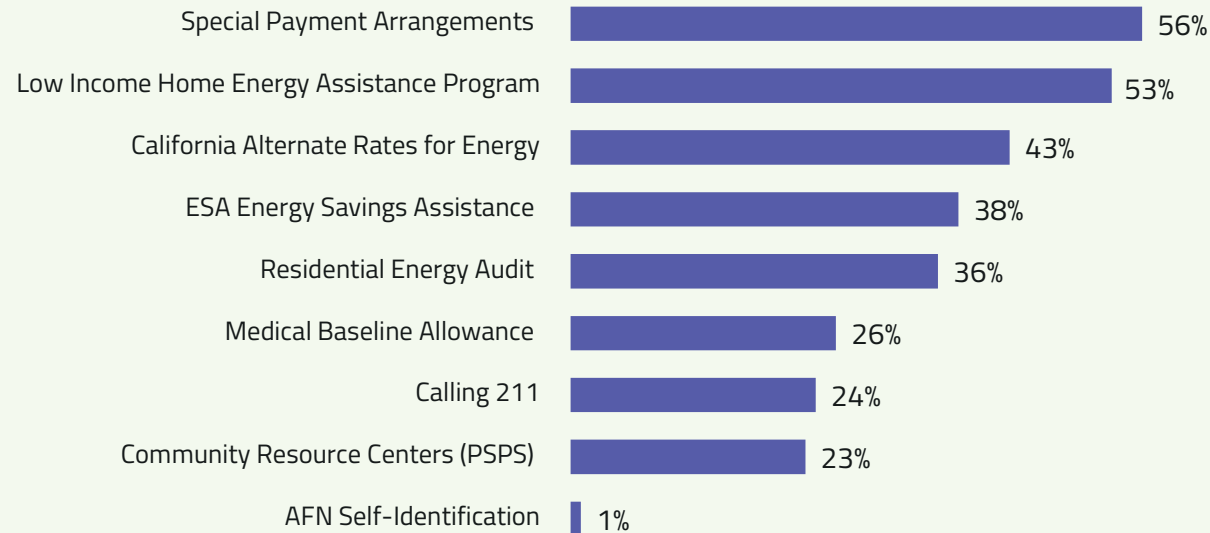




# Awareness and Familiarity of Resources

- Of the resources available to the public, more than half indicated they were aware of Special Payment Arrangements (56%), followed by the Low-Income Home Energy Assistance Program (53%), and California Alternative Rates (43%)
- Just below six in ten report they either have not investigated the resources or have no need

## Awareness



## Familiarity



A7 Liberty supports a number of resources that are available to the public. Before today, which of the following resources have you heard of? (n=282)

A8 What statement best describes your familiarity with the resources you just reviewed? (n=282)

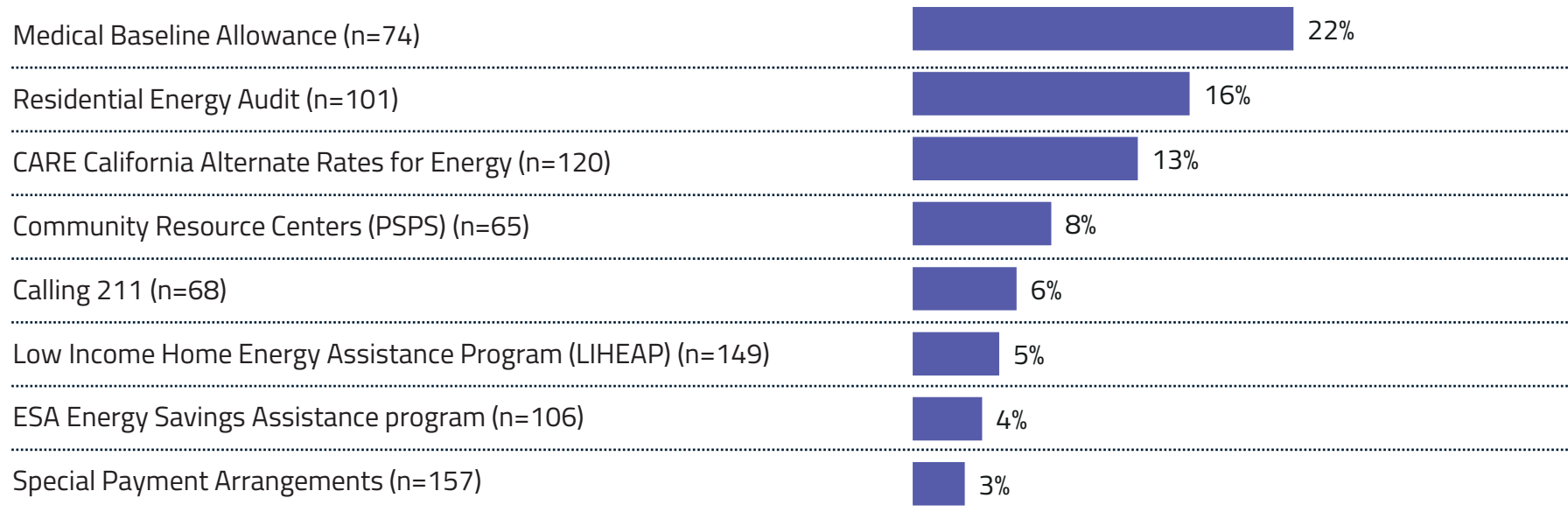


# Resources Used

- Of those who are aware of the resources available, Medical Baseline Allowance, Residential Energy Audit, and CARE are the most frequently used

## Resources used

(among those who are aware)



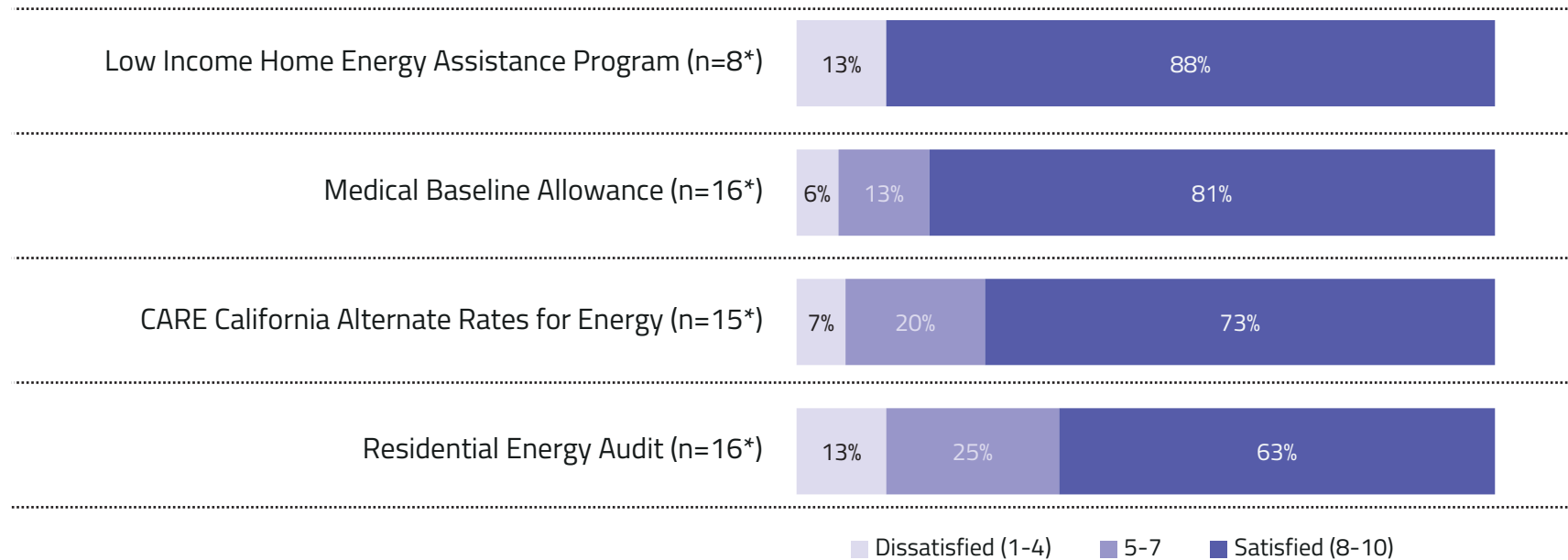
A9 Which, if any, of these resources have you used in the past? (n varies; Aware of Communication)



# Satisfaction with Resources Used

- Customers using Low Income Home Energy Assistance Program and are highly satisfied

## Resource Satisfaction



\*Small sample size (n<30)

A10 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the resources you've used in the past?



# Critical Customers Summary



# Key Metrics: Random vs Critical Customers

	Random Customer (n=253)	Critical Customer (n=29*)
Aware of Wildfire Safety Communications	55%	69%
Aware of Communications from Liberty (among those aware)	36%	20%
Took Action to Prevent or Prepare for a Wildfire	85%	79%
Recall PSPS	53%	66%
Would Turn to Liberty Website for PSPS Info	38%	53%
Aware of Ability to Update Contact Info for PSPS	55%	<b>76%</b>
Satisfied with Availability of Resources in Community for Wildfire Safety Info	38%	<b>62%</b>
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	26%	<b>63%</b>
Aware of AFN Self-Identification	<b>2%</b>	--

\*Caution small sample size

Bold denotes statistically significant difference between Random and Critical Customers



# Demographic Profiles: Random vs Critical Customers

	Random Customer (n=253)	Critical Customer (n=29*)
Gender	Male – 52% Female – 40%	Male – 45% Female – 55%
Age	18-54 – 28% 55-64 – 23% 65+ – 42%	18-54 – 17% 55-64 – 21% 65+ – 59%
Median Income	<b>\$127K</b>	\$44K
Home Ownership	Rent – 9% Own – 86%	Rent – 3% Own – 83%
Primary Language is not English	12%	10%
Responded they Rely on Electricity for Medical Needs	13%	<b>83%</b>

\*Caution small sample size

Bold denotes statistically significant difference between Random and Critical Customers



# Key Metrics: AFN vs. Non-AFN

	AFN Customer (n=207)	Non-AFN Customer (n=75)
Aware of Wildfire Safety Communications	58%	49%
Aware of Communications from Liberty (among those aware)	34%	35%
Took Action to Prevent or Prepare for a Wildfire	83%	89%
Recall PSPS	49%	<b>67%</b>
Would Turn to Liberty Website for PSPS Info	42%	34%
Aware of Ability to Update Contact Info for PSPS	57%	57%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	<b>44%</b>	31%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	<b>41%</b>	--
Aware of AFN Self-Identification	1%	3%

\*Caution small sample size

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



# Demographic Profiles: AFN vs. Non-AFN

	<b>AFN Customer (n=207)</b>	<b>Non-AFN Customer (n=75)</b>
Gender	Male – 53% Female – 41%	Male – 45% Female – 43%
Age	18-54 – 14% 55-64 – 21% <b>65+ – 59%</b>	<b>18-54 – 64%</b> 55-64 – 25% 65+ – 0%
Median Income	\$106K	<b>\$158K</b>
Home Ownership	Rent – 8% Own – 87%	Rent – 12% Own – 83%
Primary Language is not English	<b>16%</b>	--
Responded they Rely on Electricity for Medical Needs	<b>28%</b>	--

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





# CBO Interviews



# CBO Interviews

Three in-depth interviews were conducted with community-based organizations (CBOs) in the Liberty territory in June 2023.

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





# CBO Interviews

## Current Communications

- CBOs interviewed this wave do not recall wildfire safety communications from Liberty, but they do recall some communications from other entities, including fire or local public safety agencies
- While all have some awareness of PSPS, recall of specific communications is limited, with some remembering content from local news or public safety agencies
- Some CBOs report engagement with Liberty for support with financial assistance as part of their charter to support the community
- All CBOs represent community members with transitional housing needs, and this audience is particularly vulnerable to the effects of wildfires; CBOs are willing to partner with Liberty to help take care of vulnerable communities in the event of a fire
- CBOs primarily use in-person/phone interactions to reach their client bases; social media, email, and traditional media have limited reach into the homeless community and those in transitional shelter situations
- Local Facebook groups (e.g., Truckee Tahoe People) were cited as a way to reach the broader community due to limited media resources in the area

## Spreading the Word

- CBOs are willing to help spread the word about wildfire preparedness, safety, and PSPS events, if provided the necessary resources
  - They are willing to help by participating in or holding events, handing out flyers, pointing clients to online resources, sharing information via social media, or handing out printed materials
  - Most serve communities particularly vulnerable to PSPS events (such as homeless, and victims of domestic violence), and they are willing to help share information and resources during typical interactions with the community
- CBOs stress multiple communication channels in order to reach a broad audience
- Most of the communities served by the CBOs interviewed this wave are unlikely to receive customer-facing communications, so other means are likely required; this could involve providing print materials to CBOs that can be distributed on location or from in-person outreach at shelters or homeless encampments
- While social media is not the primary channel for CBOs to communicate with their clients, the idea of reposting content from Liberty was cited as a way they could help get the word out for the broader community
- English and Spanish are the primary languages required in the region, with limited numbers speaking Tagalog and Indian languages



# CBO Interviews

## Useful Information/Resources

- CBOs stress the need for early and frequent communications about fire safety and PSPS, as it requires additional planning for evacuations or power outage for those in shelter or unsheltered environments
  - It is important to provide an early warning and then frequent updates as conditions change
  - Transportation is a particular concern, and it is necessary to allow time for those without personal transportation to take action
- The most effective ways Liberty can support CBOs in preparing the community include:
  - Sharing/creating content that can be shared on social media, either by linking to Liberty or providing content for CBOs to post
  - Sharing accurate information about PSPS events, and providing timely updates as circumstances change
  - Identifying those with medical needs and providing them information to ensure they are able to adequately prepare for a PSPS event or evacuation
  - Providing educational resources about how to prepare for a fire/outage, including evacuation plans (e.g., where to go), prepping a “go” bag, and information about shelters
  - Providing generators and battery backup supplies for temporary shelters (e.g., senior centers) that are in need of additional resources

## PSPS Events

- One of the primary pain points around PSPS events is the constantly changing nature of the situation
  - Provide as much early notice as possible; this will allow people to make plans to stay with family, etc., arrange transportation, pick up last-minute supplies, charge batteries, etc.
  - CBOs state that they would prefer to receive as much communication as possible during the fire season, and if there is any possibility of an event; during the off-season, communication frequency should be monthly or quarterly, with a focus on late spring as fire season nears
- Specific information about how to prepare for an outage/PSPS event is most useful/relevant
  - Details on how to prepare, including having access to water, emergency supplies, where to go in the event of an outage, how to take care of medical needs, charge phones, etc.
  - Information for emergency situations, including evacuation plans and how to evacuate without personal transportation
  - Special attention should be paid to those with medical needs, mobility issues, and those requiring access to a generator
- It is important to work with shelters to ensure those staying there have resources to manage a power outage (e.g., generators for oxygen/medication, water, etc.), and the ability to evacuate if necessary

Three wavy lines in purple, cyan, and pink are positioned horizontally across the upper portion of the slide. They overlap and oscillate, creating a decorative graphic.

# Demographic Profiles



# Respondent Profiles

<b>Gender</b>	<b>Total</b> (n=282)	<b>Recallers</b> (n=158)	<b>Non-Recallers</b> (n=124)
Male	51%	49%	53%
Female	41%	44%	38%
<b>Age</b>			
18 to 24	1%	1%	1%
25 to 34	5%	4%	6%
35 to 44	10%	6%	<b>15%</b>
45 to 54	11%	9%	14%
55 to 64	22%	24%	20%
65 or over	43%	48%	37%
Prefer not to say	7%	8%	7%

<b>Renter/Homeowner</b>	<b>Total</b> (n=282)	<b>Recallers</b> (n=158)	<b>Non-Recallers</b> (n=124)
Own	86%	87%	84%
Rent	9%	8%	10%
Prefer not to say	5%	4%	6%
<b>Household Income</b>			
Less than \$20,000	4%	4%	5%
\$20,000 to \$39,999	5%	<b>8%</b>	2%
\$40,000 to \$59,999	6%	7%	6%
\$60,000 to \$89,999	9%	9%	9%
\$90,000 to \$129,999	15%	16%	15%
\$130,000 to \$199,999	13%	13%	14%
\$200,000 or more	17%	16%	19%
Prefer not to say	29%	28%	31%

Q17 What is your gender? (n=282; Total)

Q18 What is your age category? (n=282; Total)

Q19 Do you own or rent your home? (n=282; Total)

Q20 Which of the following best describes your annual household income? (n=282; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers



# Respondent Profiles – AFN Criteria

	<b>Total</b> (n=282)	<b>Recallers</b> (n=158)	<b>Non-Recallers</b> (n=124)
AFN (NET)	73%	77%	69%
Age 65+	43%	48%	37%
<\$40K income	10%	11%	7%
Chronic conditions or injuries	9%	12%	6%
Limited access to transportation	5%	4%	6%
Physical, developmental, or intellectual disability	10%	11%	9%
Non-English language needs	12%	9%	15%
Medical need	21%	23%	18%

Bold denotes statistically significant difference between Recallers and Non-Recallers

**Attachment 2**

**Liberty's Wildfire Messaging Awareness (Wave 2)**





# Wildfire Messaging Awareness

Prepared by

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# Objectives & Methodology

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

- Measure awareness of Liberty Utilities (Liberty) messages related to wildfire preparedness
- Identify recall of specific message topics
- Identify recall of message channels
- Measure recall and understanding of Public Safety Power Shutoff or PSPS
- Evaluate sources customers are most likely to turn to for information about PSPS
- Explore actions taken by customers to prepare for wildfire season
- Measure awareness of Liberty's efforts to reduce the risk of wildfires
- Evaluate PSPS notifications perception

## Target Audience

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

## Methodology

- Customers were surveyed at random from Liberty customer records, targeted for either phone or web administration
- Surveys available to customers in English and Spanish
- A total of 320 surveys, including 19 from critical customers, were completed between November 7 and December 5
  - 📞 Phone: 87 completed surveys from 27,037 records
  - 💻 Web: 233 completed surveys from 11,413 records



# Key Findings

## Communications

- 53% are aware of wildfire safety communications, consistent with 56% in June 2023.
- Liberty remains the primary source for wildfire preparedness information, and **vegetation management** and **personal preparedness** are the most common messages recalled.
- **Email** remains the most cited channel for wildfire preparedness communication; bill inserts, direct mail and TV news make up the next most common tier, though mentions of TV news have decreased since June 2023.
- **Newspapers, community meetings or events, radio, local agencies, and the Liberty website** are considered the clearest and highly useful resources for information about wildfire preparedness.
- 61% recall seeing, hearing or reading the phrase **"Public Safety Power Shutoff or PSPS,"** consistent with the last wave (54%). **TV News (37%) and email (36%)** remain the most common sources of PSPS communication.
- 42% say they would first turn to the **Liberty website** for information about a PSPS event. And 81% understand the following statement about PSPS: **"for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather,"** consistent with last wave (77%).
- Notifications via text and email are considered most effective forms of communication from Liberty. Larger font is considered the most helpful element of communications that could be incorporated.

## Actions Taken

- Similar to June 2023, 80% have taken action to prevent wildfires or to prepare their home or business for the event of a wildfire. **Trimming vegetation around properties** remains the most common action taken, followed by creating defensible space.
- 49% are aware of Liberty's efforts to **prune vegetation** around power lines in higher-risk areas. **Recallers** are significantly more likely than Non-Recallers to be aware of the majority of Liberty's efforts. Recall of all Liberty's efforts to reduce the risk of wildfire is consistent with June 2023.
- 59% are aware they can **update their contact information with Liberty**, and 77% of those have done so, in line with June 2023 findings.

## AFN and Critical Customers

- 74% of customers can be considered AFN.
- Of the resources available to the public, customers are most likely to be aware of **LIHEAP, special payment arrangements, and Residential Energy Audit**; 28% have not investigated any of the resources and 23% report no need.
- Only 3% of AFN customers have heard of AFN Self-Identification.
- Among those reporting that they rely on electricity for medical needs, 50% are aware of additional notices from Liberty, 28% are currently enrolled in the Medical Baseline Allowance program, and 35% are aware that medical certificates require annual renewal
- 98% of respondents indicated it would not be helpful to receive communications in a language other than English.



# Recommendations

Ahead of the 2024 fire season, consider additional communication efforts to ensure wildfire safety and PSPS remains top of mind.

- Communication awareness dropped from 67% in November 2022 to 56% in June 2023 and now to 53% in November 2023.
- Awareness levels in November 2023 are the lowest levels seen thus far.
- Recall of PSPS has increased slightly from June 2023, but remains below levels seen prior to 2023. There is risk that customers could become complacent due to lower risk levels in 2023.

Continue efforts to promote actions taken by Liberty to mitigate the risk of wildfires and PSPS.

- Although recall of messages around system hardening has increased since June 2023, less than half are aware of any one of Liberty's efforts.
- Messaging around Liberty's efforts will help show that Liberty is being proactive and reserves PSPS as a last resort for only the most dangerous conditions.

Leverage emails and bill inserts to drive customers to the Liberty website.

- Community meetings or events, newspapers, and the Liberty website are considered clear and useful, and email and bill inserts remain among the most recalled communication channels. Email and bill inserts can serve to direct customers to the website for additional detailed information.
- Engage with local agencies to provide information where appropriate. Usage of this resource is currently limited, but information is considered both clear and useful for those contacting local agencies.

Remind customers of the importance of having an emergency readiness plan and emergency kit. Only 5% of customers have prepared an emergency kit, and 2% have prepared an emergency readiness plan.

Ensure customers are aware of the Medical Baseline Allowance Program, and that certificates require annual renewal. Currently only 28% with medical needs are enrolled in Medical Baseline, and 35% are aware they need to renew their certificate annually.

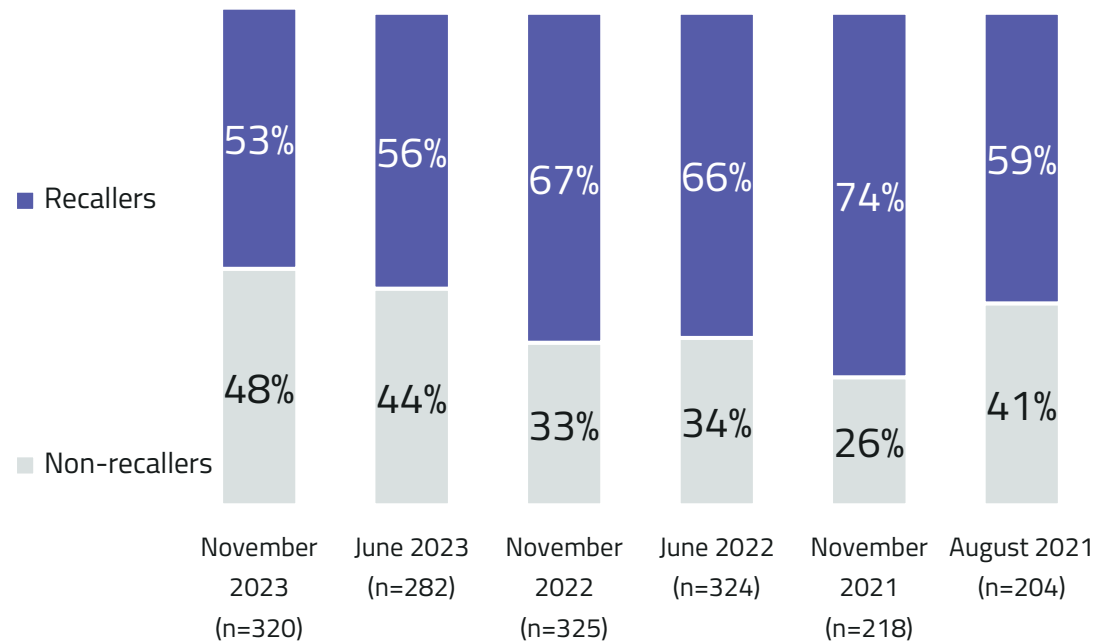
Educate customers about AFN self identification and the associated notifications. Currently only 3% of AFN customers are aware of self-identification, and 17% are aware Liberty provides additional notification to AFN customers.



# Wildfire Safety Communications Awareness

- Just over half (53%) have seen or heard communications about wildfire safety in the past year, consistent with June 2023 (56%), but down from November 2022 (67%)

## Communication Awareness



Q2 Have you seen or heard any communications about wildfire safety in the past year? (n=320; Total)

	Recallers (n=168)	Non-Recallers (n=152)
Gender	Male – 45% Female – 48%	<b>Male – 59%</b> Female – 39%
Age	18-54 – 24% 55-64 – 23% <b>65+ – 46%</b>	<b>18-54 – 41%</b> 55-64 – 22% 65+ – 33%
Median Income	\$124K	<b>\$143K</b>
Home Ownership	Rent – 5% Own – 89%	<b>Rent – 12%</b> Own – 82%
Primary Language is not English	12%	14%
Responded they Rely on Electricity for Medical Needs	19%	14%

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



# Communication Recall

(among those aware of communications)

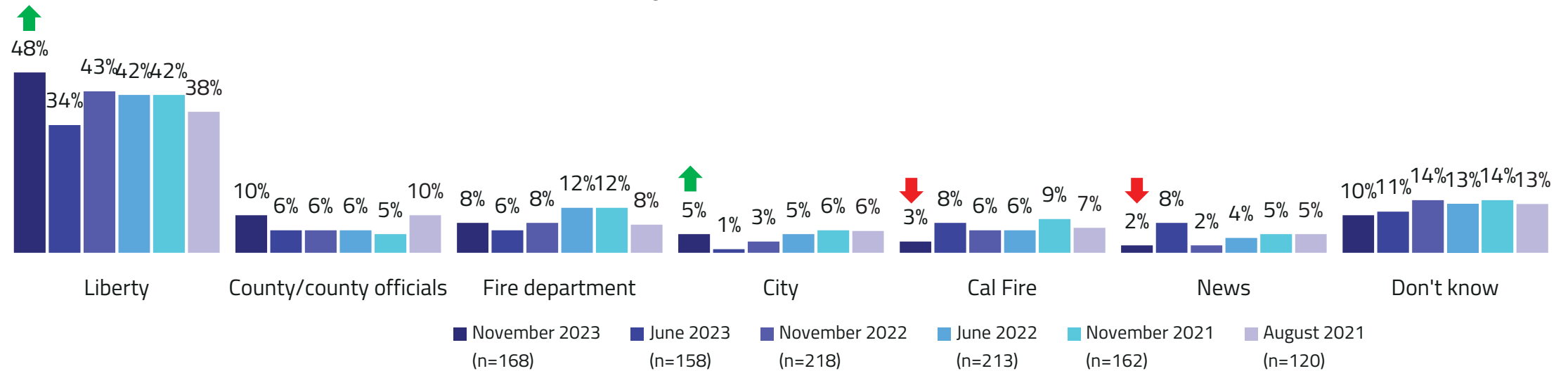


# Sources of Wildfire Preparedness Communications

- Of those aware of communications, almost half (48%) mention Liberty as the source of wildfire preparedness communication, up significantly from the previous wave
- One in ten (10%) are not aware of the source of communication, consistent with June 2023 (11%)

## Wildfire Preparedness Communications Sources

(among those who recall communication)



Q5 Who was the communication about wildfire preparedness from? (n=168; Aware of Communication)

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










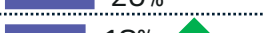
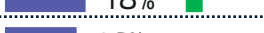
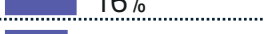



# Wildfire Preparedness Communications Messages

- Of those who recall communications, three in five recall messages about vegetation management (58%), followed by personal preparedness (55%)
- Compared to the previous wave, mentions system hardening have increased significantly (18% vs 9%)

## Communications Messages Recalled

*(among those who recall communication)*

		June 2023 (n=158)	Nov 2022 (n=218)	June 2022 (n=213)	Nov 2021 (n=162)	Aug 2021 (n=120)
Vegetation Management	 58%	56%	59%	56%	52%	48%
Personal Preparedness	 55%	61%	56%	55%	56%	59%
Liberty's Wildfire Mitigation Plan	 38%	31%	40%	33%	31%	33%
Public Safety Power Shutoff	 32%	27%	41%	37%	48%	38%
Local Emergency Services – Resources	 26%	20%	24%	30%	30%	18%
Notifications & Updating Customer Information	 23%	23%	28%	31%	28%	31%
Medical Needs	 22%	20%	17%	18%	20%	18%
Local Emergency Services – Support Tools	 20%	15%	21%	18%	24%	14%
California Public Utility Commission designation of high wildfire threat areas	 20%	15%	21%	16%	23%	13%
System Hardening	 18% ↑	9%	20%	10%	15%	12%
Enhanced Wildfire Safety Settings	 16%	12%	17%	Added November 2022		
Community Resource Centers available for information and support	 14%	15%	19%	15%	18%	13%
Weather Stations	 7%	9%	9%	6%	18%	11%

Q3 What were the messages of the communications you saw or heard about wildfire preparedness? (n=168; Aware of Communication)

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



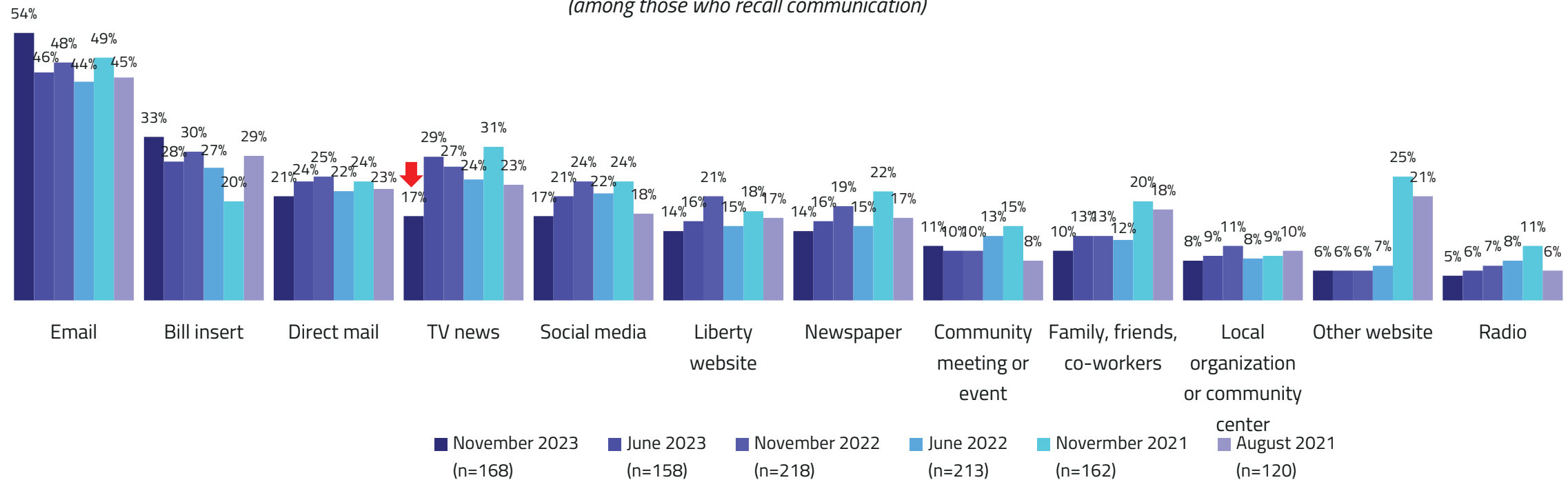


# Information Channels for Wildfire Communications

- Email remains the most common channel for wildfire preparedness communication with just over half mentioning it (54%), followed by bill inserts (33%), and direct mail (21%); mentions of TV news as a communication channel decreased significantly since June 2023 (17% vs 29%)

## Information Channels for Wildfire Preparedness Communications

(among those who recall communication)



Q4 Where did you see or hear the communications about wildfire preparedness? (n=168; Aware of Communication)

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



# Information Channels for Wildfire Communications (cont.)

- A handful of “other websites” were mentioned by respondents

## Other websites include:

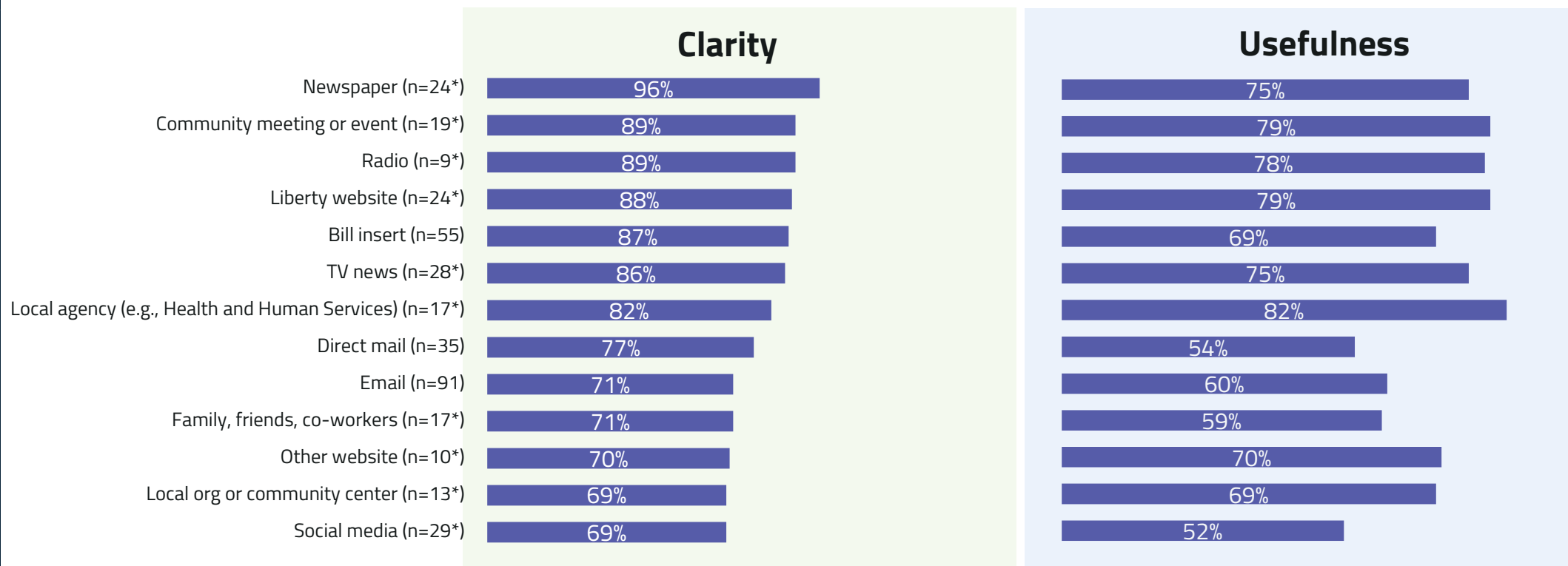
- The Lookout
- Nextdoor
- SoCal Mountains
- Insurance Institute for Business & Home Safety
- Prepare Del Norte

Q4 Where did you see or hear the communications about wildfire preparedness? (n=168; Aware of Communication)



# Information Usefulness and Clarity

- In terms of clarity, newspapers are rated the highest, along with community meetings or events and radio
- In terms of usefulness, local agencies are rated highest, followed by the Liberty website and community meetings or events



Q4A How useful was the information about wildfire preparedness from each of these sources? (n=168; Aware of Communication)

Q4B How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=168; Aware of Communication)

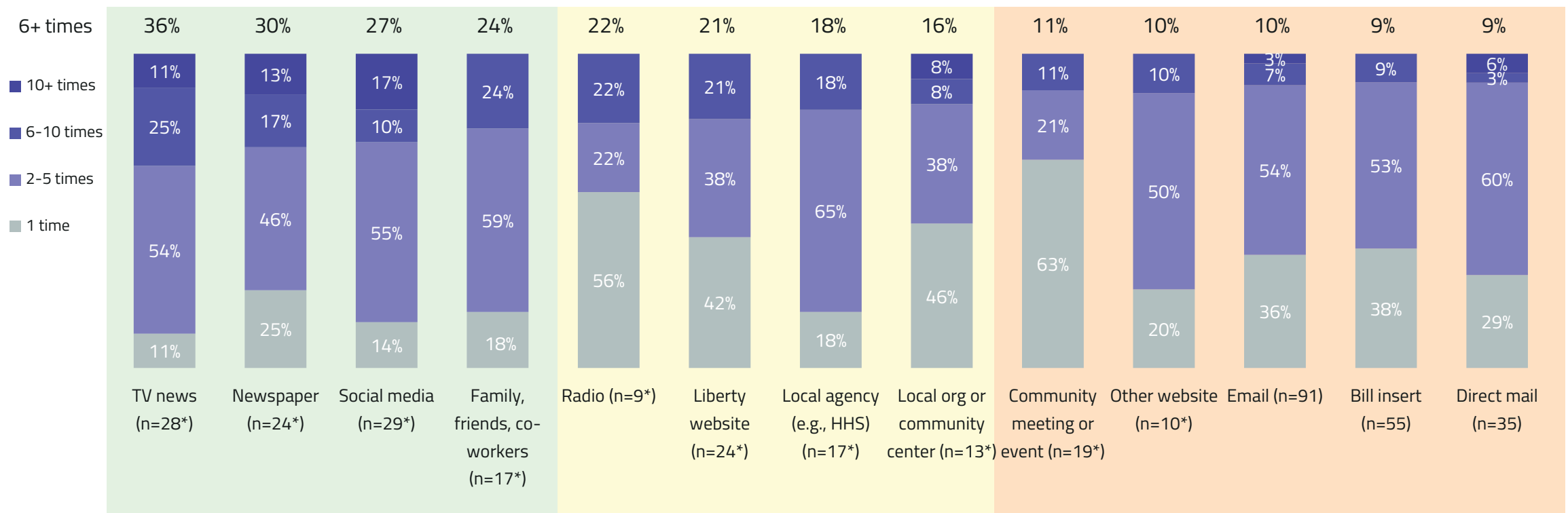
\*Small sample size (n<30)



# Communication Frequency

- One third say they have seen at least six messages about wildfire preparedness on TV news (36%), followed by newspaper (30%), social media (27%), and word of mouth (24%)

## Communication Frequency



Q5A In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? (n=168; Aware of Communication)

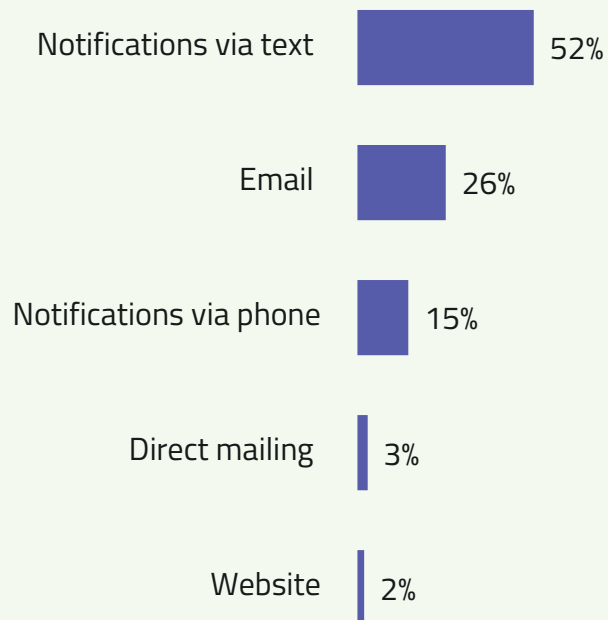
\*Small sample size (n<30)



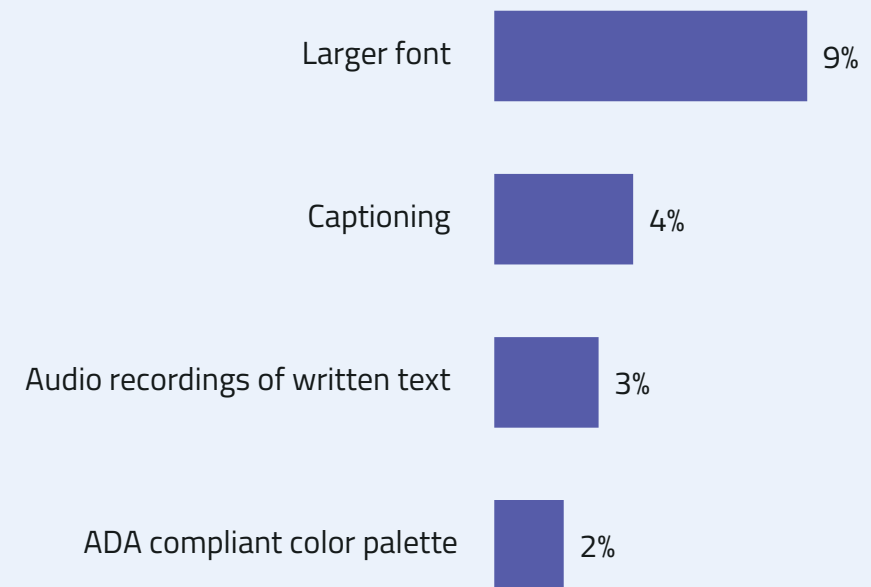
# Effective and Helpful Communication

- Notifications via text are considered the most effective form of communication from Liberty (52%) followed by email (26%); larger font is the most helpful (9%) element that could be incorporated

## Most Effective Communications



## Helpful Elements



A6 What method of communication from Liberty do you find most effective? (n=320)

A12 Regardless of how communications from Liberty are received, which, if any, of the following would be helpful for you? (n=320)



# Wildfire Preparedness Actions Taken

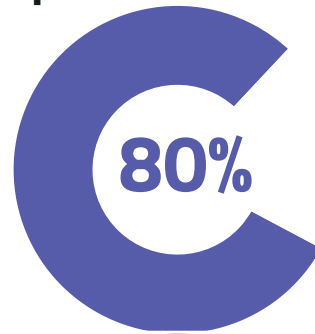


# Wildfire Preparedness

- Eight in ten (80%) have taken actions to prevent or prepare their home or business in the event of a wildfire, consistent with previous results (84%)
- Trimming vegetation around their home or property remains the most common action taken, mentioned by 69% of respondents
- The percentage of respondents who performed each task remains consistent with previous waves

## Took Actions to Prevent or Prepare for a wildfire

November 2023 (n=320)



June 2023 (n=282)	84%
November 2022 (n=325)	88%
June 2022 (n=280)	86%
November 2021 (n=218)	89%
August 2021 (n=204)	88%

Q6 In the past year, have you taken any actions to prevent or prepare your home or business in the event of a wildfire? (n=320; Total)  
 Q6A What actions have you taken in your home or business to prevent or prepare in the event of a wildfire? (n=255; Took actions)

Actions Taken <i>(among those taking action)</i>	November 2023 (n=255)	June 2023 (n=238)	November 2022 (n=286)	June 2022 (n=280)	November 2021 (n=194)	August 2021 (n=180)
Trimmed vegetation around home or property	69%	69%	68%	68%	67%	71%
Created defensible space	36%	35%	43%	39%	38%	31%
Prepared an emergency kit	5%	6%	10%	8%	12%	6%
Clearing roof/gutter	4%	4%	4%	4%	1%	--
Prepared an emergency readiness plan and contact information	2%	1%	2%	11%	5%	4%

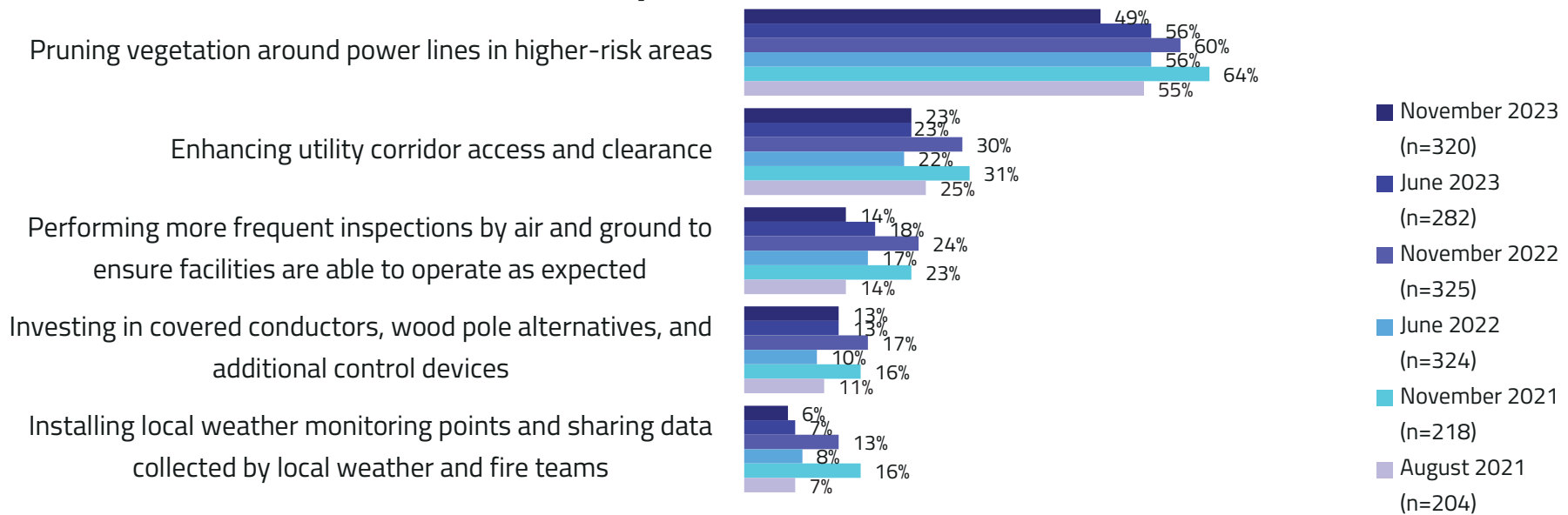
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Awareness of Liberty's Efforts

- Consistent with previous results, half are aware of Liberty pruning vegetation around power lines in higher-risk areas (49%)
- Awareness off all efforts remains consistent with previous wave
- **Recallers** remain significantly more likely to mention the majority of Liberty's efforts

## Awareness of Liberty's Efforts to Reduce Wildfire Risk



Q7 What efforts by Liberty are you aware of to reduce the risk of wildfire? (n=320; Total)

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





# Awareness of Public Safety Power Shutoff

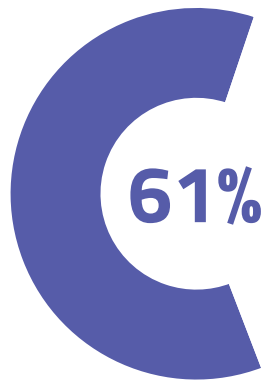


# PSPS Awareness

- Six in ten (61%) say they recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS,” consistent with last wave; **Recallers** remain significantly more likely than Non-Recallers to be aware of PSPS (**76% vs 44%**)
- TV news is the leading source of PSPS communications (37%), followed by email (36%); **Recallers** are significantly more likely than Non-Recallers to mention email (45% vs 19%) and bill insert (23% vs 9%)

## PSPS Recall

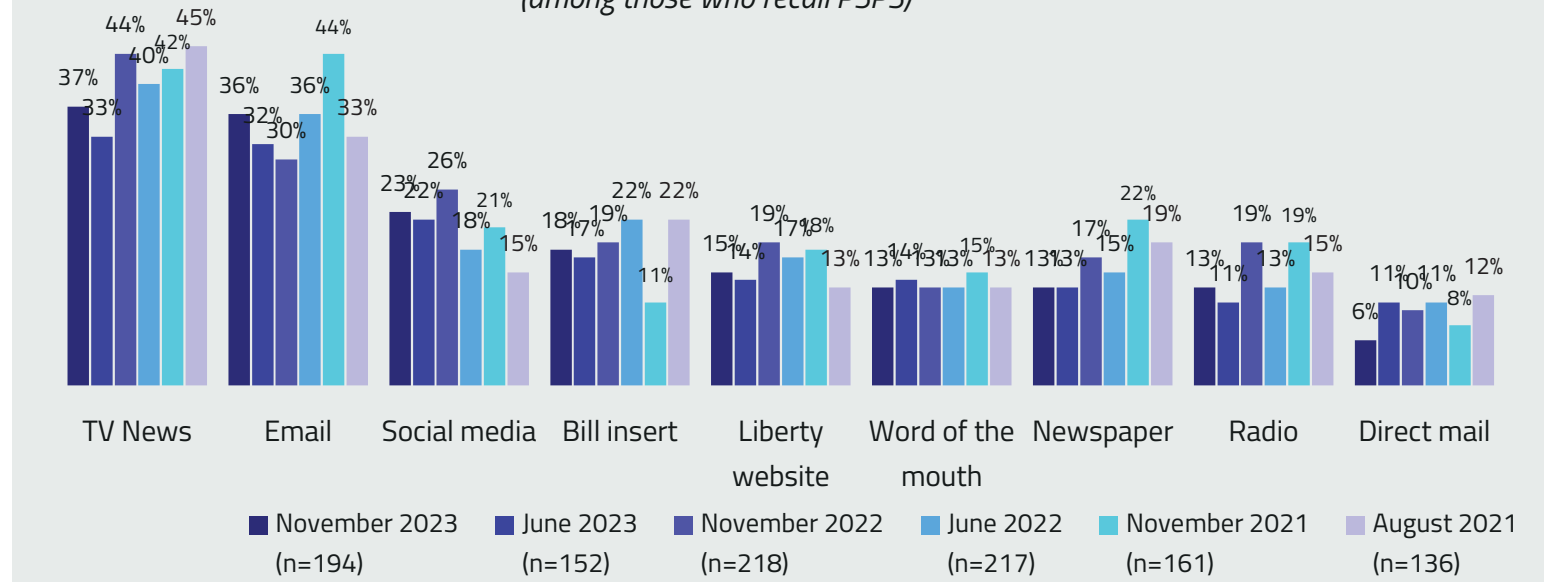
November 2023  
(n=320)



June 2023 (n=282)	54%
November 2022 (n=325)	67%
June 2022 (n=217)	67%
November 2021 (n=218)	74%
August 2021 (n=204)	67%

## Sources of PSPS Communications

(among those who recall PSPS)



Q8 In the past year, do you recall seeing, hearing or reading the phrase ‘Public Safety Power Shutoff or PSPS?’ (n=320; Total)  
 Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=194; Recall PSPS Communications)

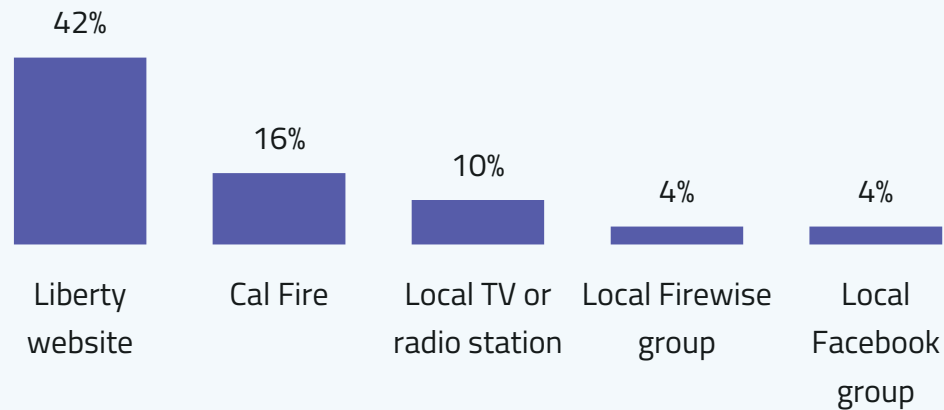
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# PSPS Information & Understanding

- The Liberty website remains the most mentioned source for information about PSPS
- Over eight in ten (81%) 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,” consistent with last wave

## Top 5 Sources of PSPS Information



## PSPS Understanding

	Nov 2023 (n=194)	June 2023 (n=152)	Nov 2022 (n=218)	June 2022 (n=217)	Nov 2021 (n=161)	Aug 2021 (n=136)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	81%	77%	87%	82%	82%	79%
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.	61%	59%	66%	63%	65%	71%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	46%	47%	45%	43%	43%	46%
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.	43%	48%	49%	42%	52%	58%
Taking steps to enhance situational awareness by tracking satellite information and monitoring weather conditions can reduce the likelihood of a Public Safety Power Shutoff.	37%	34%	38%	Added November 2022		

Q9 Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? (n=194; Recall PSPS)  
 Q10 What is your understanding of a Public Safety Power Shutoff? (n=194; Recall PSPS)

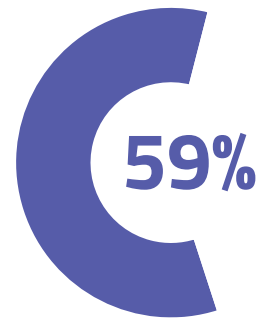
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



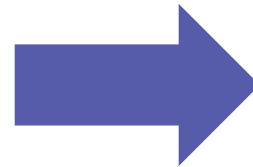
# Contact Information for PSPS

- Just under three in five (59%) are aware they can update their contact information with Liberty; awareness among **Recallers** is significantly higher than among Non-Recallers (69% vs 48%)
- Over three quarters (77%) of those aware they can update their information have done so; **Recallers** are significantly more likely than Non-Recallers to have updated their contact information (84% vs 67%)

## Awareness of Ability to Update Contact Information for PSPS

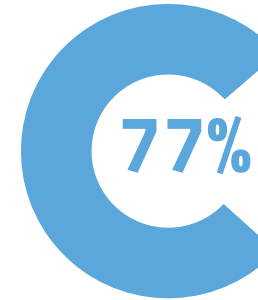


June 2023 (n=282)	57%
November 2022 (n=325)	60%
June 2022 (n=324)	63%
November 2021 (n=218)	64%
August 2021 (n=204)	53%





## Have Updated Contact Information

(among those aware they can update contact info)



June 2023 (n=162)	73%
November 2022 (n=194)	75%
June 2022 (n=204)	75%
November 2021 (n=140)	68%
August 2021 (n=109)	64%

Q11 Are you aware you can update your contact information with Liberty to receive proactive notification prior to a Public Safety Power Shutoff? (n=320; Total)  
 Q11A Have you updated your contact information with Liberty to receive notifications prior to a Public Safety Power Shutoff? (n=189; Aware of Information Update)

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



# Concerns about Extended Outage

- The largest concerns and perceived challenges in the event of an extended power outage include heating/cooling (70%), food replacement (53%), and communication (40%)
- Mentions of heating/cooling and utility pumps are up significantly from last wave (70% vs 56% and 12% vs 6%, respectively)

Concerns or Challenges of an Extended Power Outage		June 2023 (n=282)	Nov 2022 (n=218)	June 2022 (n=213)
Heating/cooling	70% ↑	56%	62%	50%
Food replacement	53%	51%	54%	57%
Communication	40%	45%	39%	49%
Shelter	12%	17%	14%	21%
Powering medical equipment	12%	12%	11%	15%
Transportation	12%	12%	11%	13%
Utility pumps (well water)	12% ↑	6%	13%	12%
Cold storage of medication	7%	9%	8%	10%
Mobility equipment	2%	3%	2%	3%
Food storage/refrigeration	1%	0%	1%	2%

A5 In the event of an extended power outage, what are your most significant concerns or challenges? (n=320)

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



# Medical Needs and Language Preferences

**Just under one in five (17%) responded that they rely on electricity for medical needs**

Among **critical customers** the percentage is significantly higher than randomly selected customers (**89% vs 12%**)

**Half (50%) of those relying on electricity for medical needs are aware Liberty provides additional notices** prior to a PSPS event

**Over one in ten (13%),** indicate that another language other than English is primarily spoken; English remains preferred for communications for nearly all respondents (98%)

- One percent mentioned Spanish as their preferred language

All but eight respondents (98%) stated it would not be helpful for them or somebody in their household to receive communications in another language

Q14 Does anyone in your home or business rely on electricity for medical needs/equipment? (n=320; Total)

Q14A Are you aware that Liberty provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment? (n=54; Rely on electricity for medical needs)

Q15 Is your primary language other than English? (n=320; Total)

Q16 Would it be helpful for you or anyone else in your household to receive communications in another language? (n=320; Total)

Q16B What is your preferred language to receive communications? (n=320; Total)

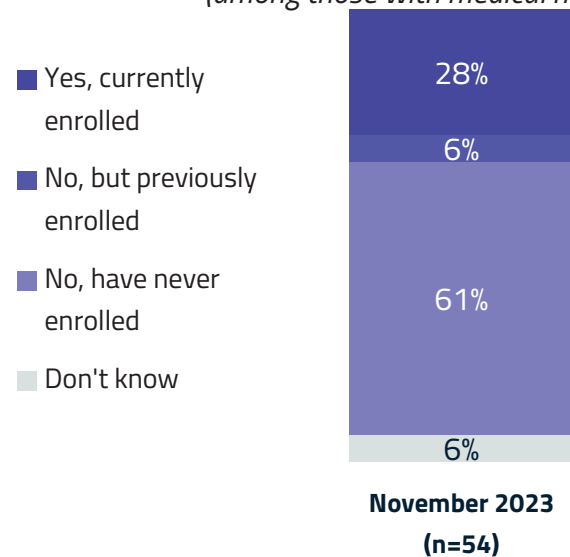


# Medical Support Certificate Usage

- Just under three in ten (28%) are currently enrolled in Liberty's Medical Baseline Allowance Program; **Critical** customers are significantly more likely than Random customers to be enrolled (82% vs 3%)
- 35% of customers who rely on electricity for medical needs are aware that medical certificates require annual renewal; **Critical** customers are significantly more likely than Random customers to be aware of annual renewal (76% vs 16%)

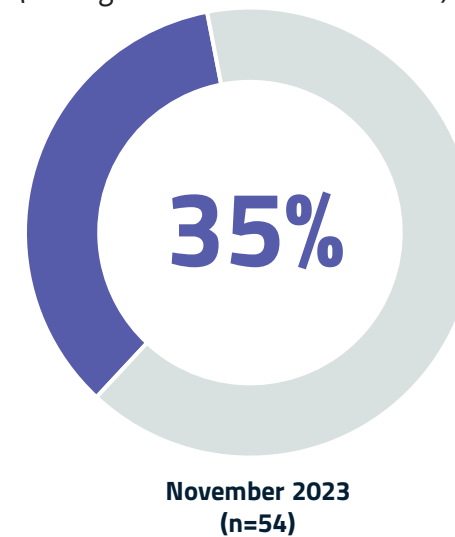
## Enrolled in Medical Baseline Allowance Program

(among those with medical needs)



## Aware Certificates Require Annual Renewal

(among those with medical needs)



Q14E Are you enrolled in Liberty's Medical Baseline Allowance Program? (n=54; Rely on electricity for medical needs)  
Q14C Are you aware that medical certificates require annual renewal? (n=54; Rely on electricity for medical needs)

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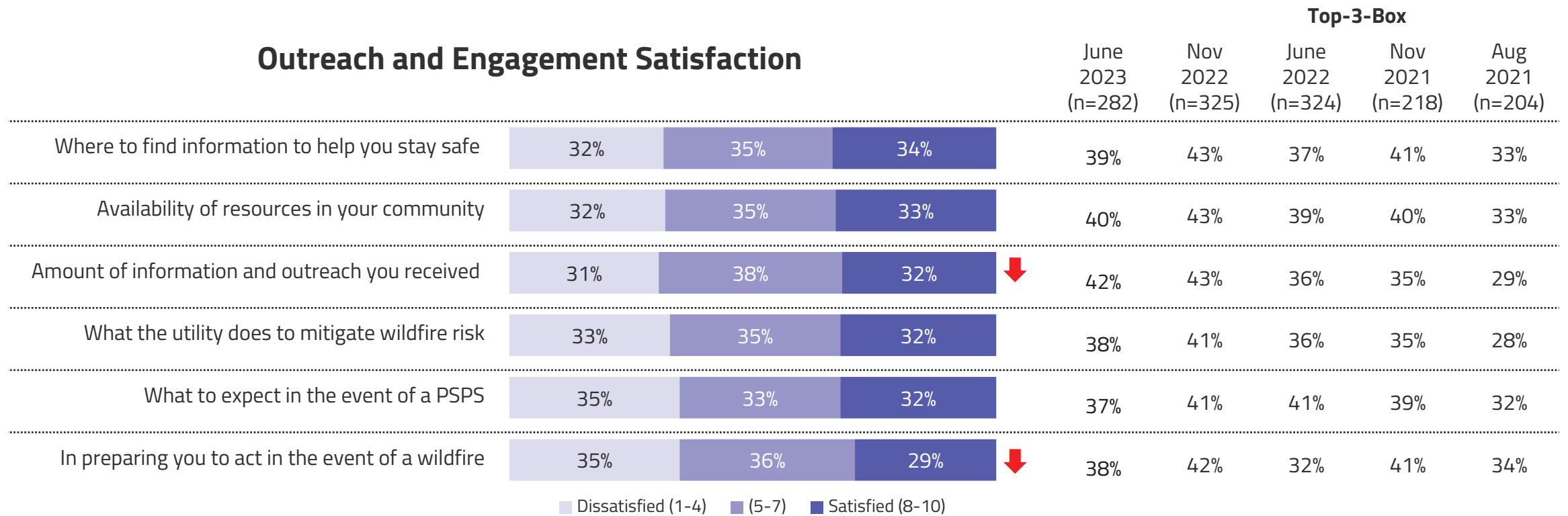
Post-PSPS





# Outreach and Engagement Satisfaction

- Customers remain generally satisfied with most of the outreach and engagement they receive; the percentages of customers who are satisfied with the amount of information and outreach they receive, and Liberty preparing them to act in the event of a wildfire, are significantly lower than in June 2023 (32% vs 42% and 29% vs 38%, respectively)
- **Recallers** are significantly more likely than Non-Recallers to be satisfied with all outreach and engagement



QSAT1 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you receive? (n=320; Total)

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



# PSPS Notifications

- Almost half (48%) say that notifications should be sent if there is any possibility of a PSPS; another 42% feel that notifications should only be sent if there is a high likelihood of a PSPS

<b>PSPS Notifications Perception</b>	Nov 2023 (n=320)	June 2023 (n=282)	Nov 2022 (n=325)	June 2022 (n=324)	Nov 2021 (n=218)	Aug 2021 (n=204)
Notifications should be sent if there is any possibility of a PSPS	48%	51%	45%	54%	49%	47%
Notifications should only be sent if there is a high likelihood of a PSPS	42%	37%	44%	35%	39%	41%
Notifications should only be sent if a PSPS is certain to occur	11%	12%	11%	12%	12%	12%

QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=320; Total)



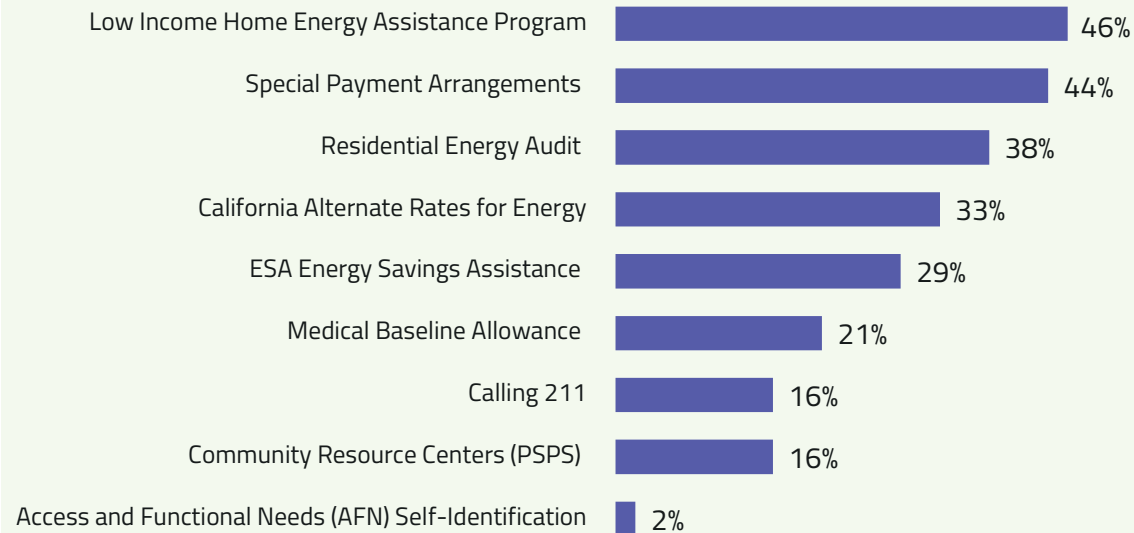
Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Awareness and Familiarity of Resources

- Of the resources available to the public, almost half indicated they were aware of the Low Income Home Energy Assistance Program (46%), followed by Special Payment Arrangements (44%), and Residential Energy Audit (38%)
- Just below three in ten report they either have not investigated the resources or have no need

## Awareness



## Familiarity



A7 Liberty supports a number of resources that are available to the public. Before today, which of the following resources have you heard of? (n=320)

A8 What statement best describes your familiarity with the resources you just reviewed? (n=320)

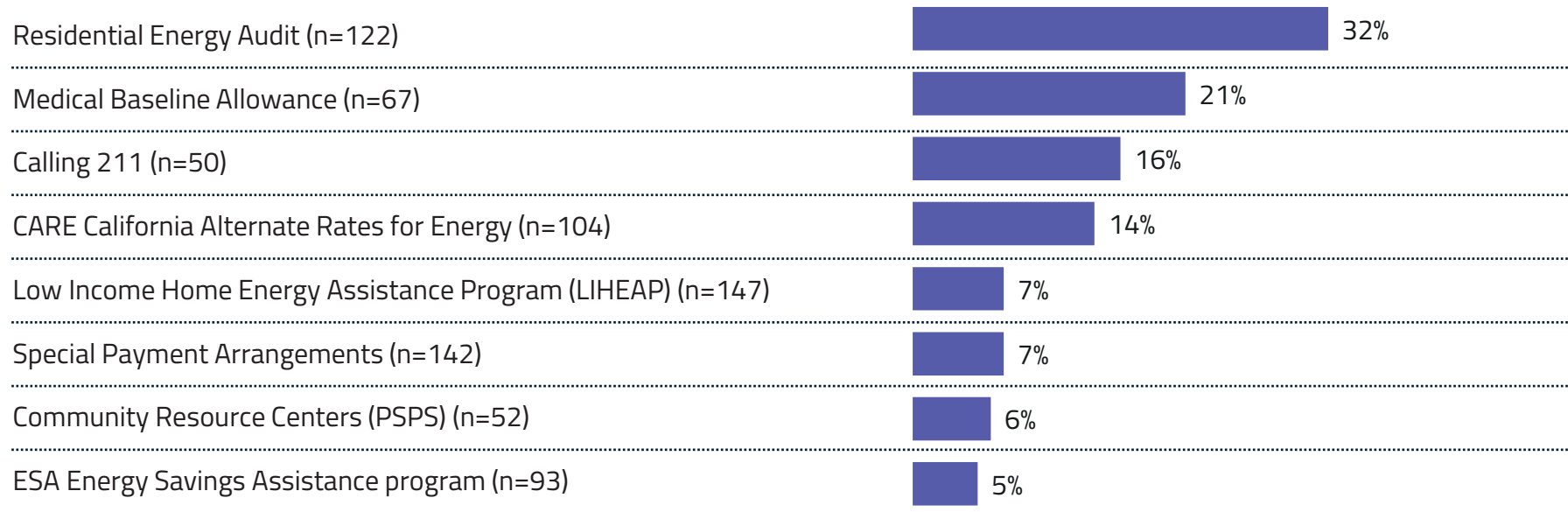


# Resources Used

- Of those who are aware of the resources available, Residential Energy Audit, Medical Baseline Allowance, and calling 211 are the most frequently used

## Resources used

(among those who are aware)



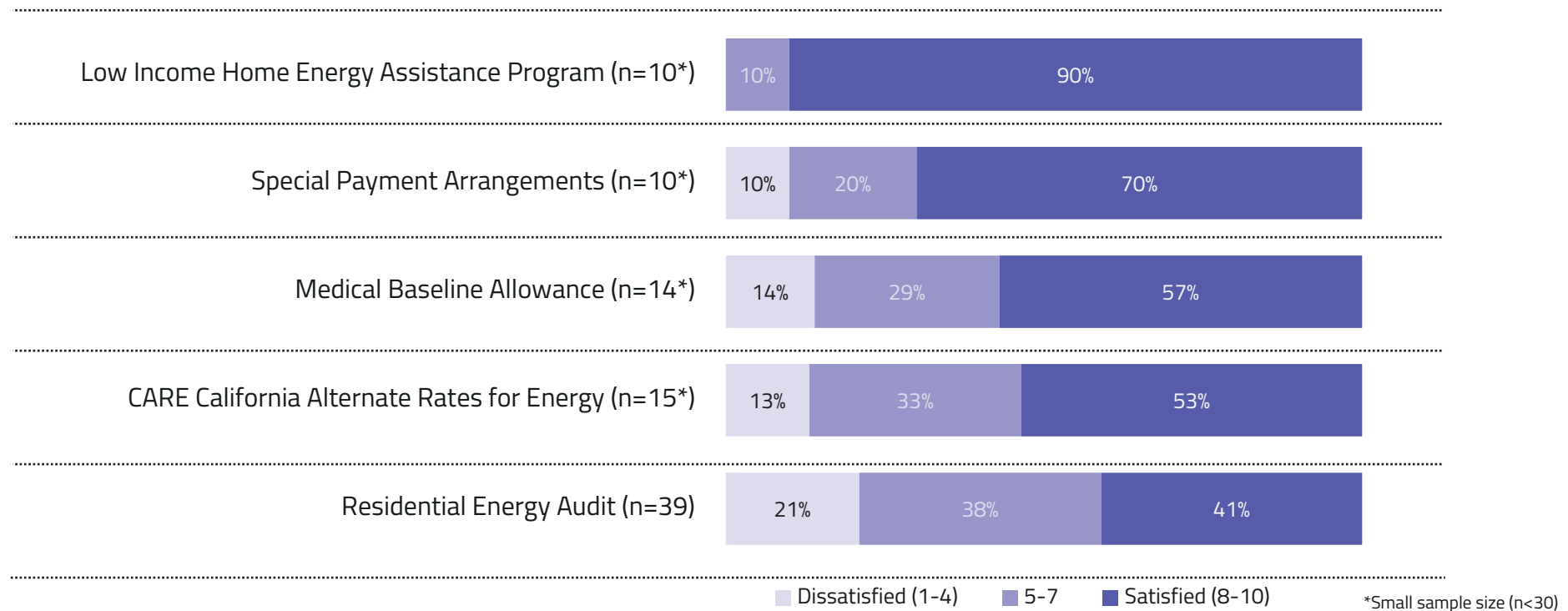
A9 Which, if any, of these resources have you used in the past? (n varies; Aware of Communication)



# Satisfaction with Resources Used

- Customers using Low Income Home Energy Assistance Program are highly satisfied

## Resource Satisfaction



A10 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the resources you've used in the past?



# Access and Functional Needs Resources

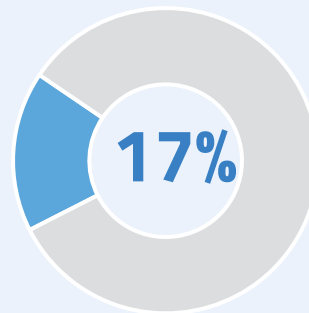
- Among customers who indicated they have access and functional needs, 17% are aware of additional notifications and communications available
- 41% of Critical or AFN customers have received information from Liberty about programs available and 13% indicate they engage with Community Based Organizations, outside of a PSPS context

## Access and Functional Needs

	November 2023 (n=320)
Adults age 62+ in household	47%
Chronic conditions or injuries	16%
Physical, developmental, or intellectual disability	11%
Limited access to transportation in case of emergency	7%
Limited English proficiency	1%
None of these apply	42%

### Awareness of Additional Notifications

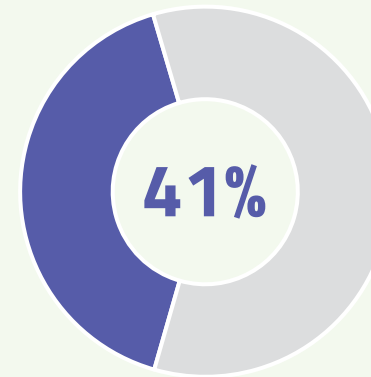
(among AFN customers)



November 2023 (n=180)

### Received Information about Liberty Programs

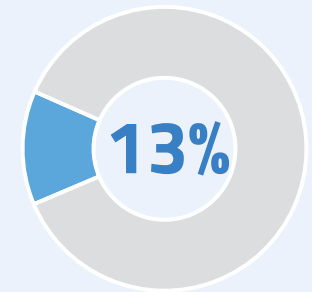
(among AFN/Critical customers)



November 2023 (n=196)

### Engage with Community Based Organizations

(among AFN/Critical customers)



November 2023 (n=196)

QA11 Do any of the following apply to you or anyone in your household? (n=320; Total)

QL2 Are you aware that Liberty looks to identify households with access and functional needs to provide targeted communication and earlier notification of PSPS? (n=180; A11=Yes)

QL3 Do you recall receiving direct communication regarding available Liberty customer programs and/or preparedness? (n=196; A11=Yes / Critical Customer / Rely on electricity for medical needs)

QL4 Do you or members of your household engage with Community Based Organizations or local Health and Human Services agencies within your community outside of the "during PSPS" context covered earlier in the survey? (n=196; A11=Yes / Critical Customer / Rely on electricity for medical needs)



# Critical Customers Summary



# Key Metrics: Random vs Critical Customers

	Random Customer (n=301)	Critical Customer (n=19*)
Aware of Wildfire Safety Communications	51%	68%
Aware of Communications from Liberty (among those aware)	<b>50%</b>	23%
Took Action to Prevent or Prepare for a Wildfire	80%	79%
Recall PSPS	59%	<b>79%</b>
Would Turn to Liberty Website for PSPS Info	42%	40%
Aware of Ability to Update Contact Info for PSPS	57%	<b>84%</b>
Satisfied with Availability of Resources in Community for Wildfire Safety Info	32%	47%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	32%	<b>88%</b>
Aware of AFN Self-Identification	2%	11%

\*Caution small sample size

Bold denotes statistically significant difference between Random and Critical Customers





# Demographic Profiles: Random vs Critical Customers

	Random Customer (n=301)	Critical Customer (n=19*)
Gender	Male – 51% Female – 44%	Male – 53% Female – 47%
Age	<b>18-54 – 33%</b> 55-64 – 24% 65+ – 38%	18-54 – 16% 55-64 – 11% <b>65+ – 63%</b>
Median Income	<b>\$138K</b>	\$57K
Home Ownership	Rent – 9% Own – 86%	Rent – 5% Own – 79%
Primary Language is not English	13%	16%
Responded they Rely on Electricity for Medical Needs	12%	<b>89%</b>

\*Caution small sample size

Bold denotes statistically significant difference between Random and Critical Customers



# Key Metrics: AFN vs. Non-AFN

	<b>AFN Customer (n=236)</b>	<b>Non-AFN Customer (n=84)</b>
Aware of Wildfire Safety Communications	56%	44%
Aware of Communications from Liberty (among those aware)	48%	46%
Took Action to Prevent or Prepare for a Wildfire	81%	75%
Recall PSPS	61%	60%
Would Turn to Liberty Website for PSPS Info	44%	38%
Aware of Ability to Update Contact Info for PSPS	62%	51%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	<b>36%</b>	24%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	50%	--
Aware of AFN Self-Identification	3%	1%

\*Caution small sample size

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



# Demographic Profiles: AFN vs. Non-AFN

	<b>AFN Customer (n=236)</b>	<b>Non-AFN Customer (n=84)</b>
Gender	Male – 51% Female – 44%	Male – 51% Female – 43%
Age	18-54 – 20% 55-64 – 21% <b>65+ – 54%</b>	<b>18-54 – 64%</b> 55-64 – 27% 65+ – --
Median Income	\$117K	<b>\$190K</b>
Home Ownership	Rent – 8% Own – 86%	Rent – 8% Own – 83%
Primary Language is not English	18%	--
Responded they Rely on Electricity for Medical Needs	23%	--

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



# CBO Interviews



# CBO Interviews

Four in-depth interviews were conducted with community-based organizations (CBOs) in the Liberty territory in November 2023.

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





# CBO Interviews

## Current Communications

- CBOs have received limited information from Liberty about wildfire safety and preparation, but do recall communications related to financial support for customers, Medical Baseline, and general outage preparation
- All have general awareness of the PSPS concept, they typically do not know details about PSPS and do not recall communications specifically about PSPS preparation
- CBOs do recall general wildfire preparation messages from other entities, and are aware of steps to be prepared including evacuation readiness, defensible space/vegetation management, and the need for food and water in the event of an outage
- Additionally, they are aware of Liberty's efforts to prevent fires through burying power lines and trimming trees and brush
- Organizations that represent community members with transitional housing needs and seniors are aware of the special needs for their client base and that they are particularly vulnerable to the effects of wildfires; CBOs are interested in partnerships with Liberty to help take care of vulnerable communities in the event of a fire
- Social media, printed handouts/flyers, emails, bill inserts, and in-person community events or meetings are their primary methods of communication between CBOs and the community

## Spreading the Word

- CBOs are willing to help spread the word about wildfire preparedness, safety, and PSPS events, if provided the necessary resources
  - They are willing to help by participating in or holding events, handing out flyers, pointing clients to online resources, sharing information via social media, or handing out printed materials
  - Organizations supporting seniors are critical to reaching this audience, as they are less likely to be on social media and have access to technology or internet connectivity
- Multiple methods of communication are important; social media is common and local Facebook groups are widespread, but seniors, homeless, and those in isolated rural areas are less likely to be reached online; print handouts, radio, and in-home visits (similar to home energy audits) are recommended
- In-person presentations are welcome, at community events, at senior centers, or youth programs; events are currently happening, and Liberty could be a guest speaker to help educate and prepare people for PSPS events
- Regardless of the delivery mechanism, CBOs stress the importance of keeping messages concise and clearly worded, to ensure everyone is able to fully understand the calls to action
- English and Spanish are the primary languages required in the region



# CBO Interviews

## Useful Information/Resources

- The most effective ways Liberty can support CBOs in preparing the community include:
  - Sharing/creating content that can be shared on social media, either by linking to Liberty or providing content for CBOs to post
  - Educating the public about PSPS, including why PSPS events may be called, the conditions creating PSPS scenarios, and the efforts Liberty is taking to minimize the chances of an event
  - Providing educational resources to the public about how to prepare for a wildfire/outage, including evacuation plans, prepping a “go” bag, and information about shelters
  - Identifying those with medical needs and providing them information to ensure they are able to adequately prepare for a PSPS event or evacuation
  - Offer an emergency checklist for people, so they can ensure everything required is in their “go” bag
  - Sharing early and accurate information about PSPS events, and providing timely updates as circumstances change
  - Providing resources or support for generators and battery backup supplies for vulnerable populations (e.g., seniors or those with medical needs)
  - Support shelters/centers for heating/cooling, charging devices, access to food/water, and beds for emergency use
  - Help ensure those with mobility issues or without transportation access have a means to evacuate or reach a shelter when needed
- Educational communications and resources are most useful in April/May, after the winter weather and before the fire season

## PSPS Events

- CBOs stress the need for early and frequent communications about fire safety and PSPS, as it requires additional planning for evacuations or a power outage
  - Transportation is a particular concern, and it is necessary to allow time for those without personal transportation to take action
  - Timely information is especially important for seniors, those who are unhoused, or for youth services due to coordination with schools and parents (who may need to leave work or make alternative arrangements for their children)
- Due to the constantly changing nature of weather, it is important to provide frequent updates as conditions change
- Specific information about how to prepare for an outage/PSPS event is most useful/relevant
  - Details on how to prepare, including having access to water, emergency supplies, where to go in the event of an outage, how to take care of medical needs, charge phones, etc.
  - Information for emergency situations, including evacuation plans and how to evacuate without personal transportation
  - Special attention should be paid to those with medical needs, mobility issues, and those requiring access to a generator
- For communications specifically about PSPS, social media, email, and text alerts work best for most, but alternative methods (flyers, signage, in-person) are required for those without access to technology



# Demographic Profiles





# Respondent Profiles

Gender	Total (n=320)	Recallers (n=168)	Non-Recallers (n=152)
Male	51%	45%	<b>59%</b>
Female	44%	48%	39%
Age			
18 to 24	<1%	--	1%
25 to 34	3%	2%	5%
35 to 44	15%	11%	18%
45 to 54	13%	10%	17%
55 to 64	23%	23%	22%
65 or over	40%	<b>46%</b>	33%
Prefer not to say	6%	7%	4%

Renter/Homeowner	Total (n=320)	Recallers (n=168)	Non-Recallers (n=152)
Own	86%	89%	82%
Rent	8%	5%	<b>12%</b>
Prefer not to say	5%	5%	5%
Household Income			
Less than \$20,000	2%	1%	3%
\$20,000 to \$39,999	5%	5%	4%
\$40,000 to \$59,999	8%	9%	7%
\$60,000 to \$89,999	8%	9%	7%
\$90,000 to \$129,999	11%	11%	11%
\$130,000 to \$199,999	12%	13%	11%
\$200,000 or more	22%	19%	24%
Prefer not to say	33%	32%	34%

Q17 What is your gender? (n=320; Total)

Q18 What is your age category? (n=320; Total)

Q19 Do you own or rent your home? (n=320; Total)

Q20 Which of the following best describes your annual household income? (n=320; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers



# Respondent Profiles – AFN Criteria

	<b>Total</b> (n=320)	<b>Recallers</b> (n=168)	<b>Non-Recallers</b> (n=152)
AFN (NET)	74%	78%	69%
Age 65+	40%	<b>46%</b>	33%
<\$40K income	7%	7%	7%
Chronic conditions or injuries	16%	18%	14%
Limited access to transportation	7%	8%	5%
Physical, developmental, or intellectual disability	11%	10%	13%
Non-English language needs	14%	13%	16%
Medical need	17%	19%	14%

Bold denotes statistically significant difference between Recallers and Non-Recallers

**Attachment 3**

**Liberty's De-Energization Improvement Items**

## LIBERTY UTILITIES DE-ENERGIZATION IMPROVEMENT ITEMS

Observation	Corrective Action	Observed Consequences
Community Resource Center (CRC) activation is a critical component to successfully supporting impacted individuals during a PSPS. Liberty could use more CRC exercise play to prepare for possible CRC mobilization.	Include more CRC play in future exercises. The objective of exercising CRCs has been added to 2024 exercises.	Increased CRC training and preparedness.
Based on exercise lessons learned, Liberty needs to better delineate when weather has subsided and when patrols can start. Patrols are not limited exclusively to daytime hours. Some lines along roads can be patrolled with lights during nighttime hours.	Establish a clearer definition during exercises regarding when weather has subsided, and patrols can begin. Would allow for patrols during nighttime hours, where roads are lit. This has been added as a planning factor for 2024 exercises.	Careful delineation of when the weather has subsided and when patrols can begin while taking into consideration that some patrols can be conducted at night will optimize operations.
Adding the functional element of line patrolling to exercises could provide the exercises with more realism and utility.	Include Liberty Operations team in future exercise planning. Include elements of hands-on patrolling and coordination with the Incident management Team (IMT).	Additional realism and training value in exercises.
The CA State Executive Meeting list that Liberty Utilities had included some contacts that were not current.	Add a checklist item to confirm with CalOES at the beginning of each fire season that State Executive Meeting contacts are current.	Increased accuracy in communications with key stakeholders.
A PSPS could impact power at Liberty employees working from home. Liberty may need to relocate employees if it impacts their ability to work from home.	Include impacts to employees in the future exercise scenarios. Add injects /exercise play to test. Include HR in exercise play.	Increased resiliency of Liberty employees. Greater ability to perform tasks in the event of a power emergency.

**Attachment 4**

**PSPS Education and Outreach Cost (01/01/2023 through 12/31/2023)**

**Education and Outreach Cost**

For Reporting Period: From 01/01/2023 Through 12/31/2023

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	Total Cost for (Prior Year)
Outreach	Places Liberty's digital and radio ads for search engine optimization and to reach target audiences.	All customers in service territory	\$13,540	Ramsey Mediaworks	\$0	\$13,540
E&O Surveys	Randomly targeted surveys conducted by web or phone to measure public awareness of messaging related to PSPS.	>400	\$41,050	Market Decisions Corporation, DBA MDC Research	\$0	\$41,050
Print Outreach and Advertising	Distribution of bill inserts and print ads to inform customers of community events and resources.	All customers in service territory	\$10,935	ACP Publications & Marketing	\$0	\$10,935
<b>Total</b>		<b>0</b>	<b>\$65,525</b>		<b>\$0</b>	<b>\$65,525</b>