

**BEFORE THE CALIFORNIA 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  
(File December 13, 2018).

**BEAR VALLEY ELECTRIC SERVICE, INC. (U 913 E)  
PUBLIC SAFETY POWER SHUTOFF POST-SEASON REPORT 2024**

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February 28, 2025

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In accordance with California Public Utilities Commission Decision (D.) 21-06-034 Bear Valley Electric Service, Inc. (“BVES”) respectfully submits the following Post-Season report of PSPS activities over calendar year 2024 based on the templates developed by the Commission’s Safety and Enforcement Division.

Respectfully submitted,

BY: /s/ Jeff Linam

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# Attachment A

Bear Valley Electric Service, Inc.

2024 Public Safety Power Shutoff 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]

**Response:** Bear Valley Electric Service, Inc. (BVES) respectfully acknowledges the regulatory requirements outlined in Decision (D.) 21-06-014 and Ordering Paragraphs 65 and 66. However, we note that the POSTSR requirements above specifically applies to PG&E, SCE, and SDG&E.

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]

**Response:** BVES respectfully acknowledges the regulatory requirements outlined in D. 21-06-014 and Ordering Paragraphs 65 and 66. However, we note that the POSTSR requirements above specifically applies to PG&E, SCE, and SDG&E.

## ***B. Direction***

1. *Provide any information missing [including, but not limited to the specific topics listed below] from any Post-Event Report for Public Safety Power Shutoffs (PSPS) filed in the previous year by:*

- a. *Identify the date and name of the PSPS.*

**Response:** No PSPS events occurred in the prior year; therefore, there are no Post-Event Reports requiring updates.

- b. *Identify the Section of the Post-Event Report template for which the missing information will be added.*

**Response:** No PSPS events occurred in the prior year; therefore, there are no Post-Event Reports requiring updates.

- c. *Provide the missing information under that heading.*

**Response:** No PSPS events occurred in the prior year; therefore, there are no Post-Event Reports requiring updates.

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

2. *Community Resource Centers:*

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

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

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

**Response:** BVES did not conduct a PSPS event in the prior year; therefore, no Community Resource Centers were activated, and no aggregate data is available for reporting.

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);*

**Response:** Since no PSPS events occurred, there were no community notifications related to de-energization, and no areas required classification under the High Fire Threat District (HFTD) tiers for PSPS-related notifications.

- b. *Explain why notice could not be provided at least two hours prior to a de-energization, if such notice was not provided;*

**Response:** Not applicable, as no PSPS events took place that required notifications.

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

#### 4. *Restoration:*

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

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

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

**Response:** Not applicable, as no PSPS events took place in 2024 that required restoration of power. No attributed aggregate data is available.

## Section III: Decision-Specified

### C. Education and Outreach

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

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

**Response:** BVES completed its June 2024 survey on June 22, 2024 (referenced in the the Public Safety Power Shutoff 2024 Pre-Season Report filed on July 1, 2024) and a December 2024 survey refer to attachments: "Attachment 1" and "Attachment 2." The surveys were conducted to measure the public's awareness of messaging related to wildfire preparedness and safety, targeting residential, business, and critical customers.

Findings indicate that BVES still remains the primary source of wildfire preparedness information, with email being the most cited communication channel, up significantly from June 2024, followed closely by direct mail, bill inserts, and the BVES website. Overall awareness of wildfire safety messaging remains high, with 75% of customers reporting exposure to communications, consistent with the June 2024 results (74%). Notably, awareness of messaging increased significantly, with 65% of respondents recalling the term, compared to 48% in June 2024.

BVES also completed a follow-up survey in December 2024 (also documented in the BVES Access and Functional Needs (AFN) Plan Quarterly Report for Q4 2024) to evaluate the effectiveness of its outreach efforts. A growing number of customers understand PSPS, with 78% correctly identifying it as a proactive measure to shut off power during extreme wildfire conditions. 85% of customers have taken steps to prepare for wildfires, remaining in line with the June 2024 survey (89%). However, actions remain heavily focused on vegetation management (89%), while fewer customers have taken additional self preparedness actions such as clearing gutters, enhancing defensible space, or creating emergency kits.

Awareness of BVES’s AFN support services remains low, with only 7% of AFN customers aware of the AFN Self-Identification program. BVES will take steps to increase education on available resources and ensure customers who rely on electricity for medical needs receive the necessary notifications. Customers prefer text and email for emergency notifications, with the BVES website being the first source they turn to for PSPS information (42%). However, caution is advised in using text messages for general communications to maintain their effectiveness for emergencies.

BVES is committed to enhancing its outreach efforts by increasing personal preparedness outreach by emphasizing the importance of emergency readiness plans and kit, refining knowledge of all communication channels across the support teams to maintain awareness of BVES’s wildfire mitigation efforts and PSPS procedures. BVES also continues to strengthen its AFN outreach and collaborate with local organizations to ensure consistent messaging and support for customers.

**D. Medical Baseline and Access and Functional Needs**

1. Describe in detail all programs and/or types of assistance, including:
  - a. Free and/or subsidized backup batteries
  - 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.

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

Program	Cost	Funding Source(s)	Program/Cost Description

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

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

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

**Response:** BVES acknowledges the requirements, however, at this time, BVES does not fund and/or administer services related to:

- Free and/or subsidized backup batteries outside of available supplies accounted for at the CRC location
- SGIP Equity Resiliency Budget;
- Microgrid Incentive Program;
- Hotel vouchers;
- Dedicated transportation services to the CRC; or
- Pilots supporting resiliency for persons with AFN or vulnerable populations.

As such, there are no associated costs, funding sources, or partnerships to report in the requested table.

BVES remains committed to continuing to evaluate potential opportunities to support its AFN customers and vulnerable populations during emergency events. Should any new programs or partnerships be implemented in the future, BVES will provide updates accordingly.

#### E. Mitigation

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

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

**Response:** BVES did not conduct any proactive de-energization events during the prior calendar year. As a result, there is no circuit-by-circuit analysis available related to backup power or microgrid pilots for mitigation.

#### F. Public Safety Partners

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

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

**Response:** Since no proactive de-energization events occurred, BVES did not receive any requests for selective re-energization from public safety partners. Consequently, there are no records of granted or denied requests or associated reasoning to report.

#### G. Transmission

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

**Response:** BVES's system is consider below the 65 kV sub-transmission lines. Additionally, no PSPS events occurred in 2024 to report on.



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

**Response:** BVES does not operate transmission-level infrastructure.

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

**Response:** BVES does not operate transmission-level infrastructure.

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

**Response:** BVES does not operate transmission-level infrastructure.

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

## Section IV: Safety and Enforcement Division-Specified

Response no longer than two pages.

1. Discuss how your PSPS meteorology and fire science predictive models performed in the prior year. What changes were made to the models in the prior year? What are the planned modeling improvement efforts?
2. What were the challenges in quantifying risks and benefits in terms of determining the scope (size and duration) of the PSPS you conducted?
3. Explain mitigations conducted for each PSPS event in the year, including but not limited to circuit switching, sectionalization, and microgrid activations.
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.
5. Recap the lessons learned from all of your de-energization exercises, the resulting action items, their implementation, and observed consequences.
6. Discuss how you fully implemented the whole community approach into your de-energization exercises.
7. Discuss the complaints you received (as documented in POSTSR4) and any lessons learned and implementation of changed business practices.
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?
9. Describe feedback received from CBOs and customers on CRC performance last year. How was the feedback collected and how is feedback being incorporated into future CRC plans?

**Response:** While no actual PSPS de-energization events occurred during the prior year, BVES maintained attentive preparation and conducted a tabletop and full-scale simulated exercises to test and refine our protocols. The following summarizes our performance, planning, and lessons learned.

***PSPS Meteorology and Fire Science Predictive Models***

Although no events were triggered, our predictive models were continuously monitored throughout the year. Minor refinements were made to input parameters based on the latest weather data and fire weather indices. The latest PSPS procedures were issued on February 21, 2025.

***Quantifying Risks and Benefits***

In the absence of an actual de-energization event, our efforts focused on scenario modeling during simulation exercises. The primary challenge was in estimating potential size and duration under variable weather conditions. Our ongoing work is aimed at improving scenario analysis techniques and integrating real-time data to better quantify risks and benefits for any future PSPS events.

***Mitigation Efforts***

As no PSPS events occurred, no on-ground mitigations—such as circuit switching, sectionalization, or microgrid activations—were executed. However, our simulated exercises allowed us to evaluate these strategies and ensure that protocols are in place for immediate implementation should an event occur.

***Incorporation of Public Safety Partners in Exercise Planning***

BVES proactively engaged public safety partners in our annual de-energization exercise planning. Over the year, we invited local emergency services, municipal agencies, and other stakeholders to two structured planning sessions (conducted in May and October 2024). Communication was facilitated via emails, virtual conference calls, and follow-up meetings. These sessions ensured that all parties were fully briefed on simulated scenarios, roles, and expectations.

***Lessons Learned from De-Energization Exercises***

Our tabletop and simulation exercises yielded several valuable insights. Key lessons included the need for faster information sharing, streamlined decision protocols, and enhanced coordination across departments. As a result, we have updated our emergency response procedures for the upcoming simulations, refined communication flows, and scheduled additional training sessions.

Although field activations were not required, these proactive measures are expected to reduce response times and improve overall efficiency in a real event.

***Whole Community Approach***

Our de-energization exercises were designed to incorporate a whole community approach by engaging diverse stakeholders—inviting local governments, public safety partners, CBOs, and vulnerable populations. By using multiple communication channels and tailored messaging, we ensured that all community segments were informed and involved in the simulations.

***Feedback and Complaints (POSTSR4)***

This requirement applies only to PG&E, SDG&E, and SCE.

***Performance of PSPS Notifications***

Although not activated, BVES tests its PSPS notification systems through the PSPS exercises and internal training. BVES anticipates additional improvements for timeliness and clarity.

***Feedback on CRCs***

BVES has not had to stand up a CRC for a PSPS event as no PSPS events have been activated in BVES's service area. Feedback on CRC performance was collected through surveys and direct interviews with CBOs and customers. Overall, respondents indicated satisfaction with the planned performance of the CRC with suggestions surrounding increased accessibility.



# 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 Bear Valley Electric Service (BVES) 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 BVES's efforts to reduce the risk of wildfires
- Evaluate PSPS notifications perception

## Target Audience

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

## Methodology

- Customers were surveyed at random from BVES customer records, targeted for either phone or web administration
- Surveys available to customers in English and Spanish
- A total of 399 surveys were completed between December 3, 2024 and December 22, 2024
  - 📞 Phone: 80 completed surveys from 8,900 records
  - 📱 Web: 319 completed surveys from 13,548 records



# Key Findings

## Communications

- **75% are aware of wildfire safety communications**, in line with June 2024 results (74%).
- **BVES** remains the primary source for wildfire preparedness information, and **Public Safety Power Shutoff, vegetation management, BVES Wildfire Mitigation Plan, and personal preparedness** are the most common messages recalled.
- **Email** is the most cited channel for wildfire preparedness communication, up significantly from June 2024, followed closely by direct mail, bill inserts, and the BVES website.
- **65%** recall seeing, hearing or reading the phrase **“Public Safety Power Shutoff or PSPS,”** up significantly from June 2024 (48%).
  - **Email (41%)** remains the most common source of PSPS communication, up significantly from last wave, followed by **social media** and the **BVES website**.
  - **PSPS recall is significantly higher among Recallers (73% vs 41%).**
- **42%** say they would first turn to the **BVES website** for information about a PSPS event; **78%** understand the following statement about PSPS: **“for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.”**
- Notifications via text and email are considered most effective forms of communication from BVES. Larger font remains the most helpful element of communication that could be incorporated.

## Actions Taken

- **85% have taken action to prevent wildfires or to prepare their home or business** for the event of a wildfire, remaining in line with June 2024 (89%). **Trimming vegetation around properties** remains the most common action taken (89%).
- **56% are aware of BVES's efforts to prune vegetation** around power lines in higher-risk areas. **Non-Recallers** are significantly more likely than Recallers to indicate that they are not aware of any efforts (34% vs 15%).
- **56%** are aware they can **update their contact information with BVES**, up significantly from June 2024 (47%), and 58% of those have done so.
- **38%** say they know **whether their address is in a PSPS area**, up significantly from June 2024 (23%), and **19% are aware of a PSPS map on BVES's website.**

## AFN and Critical Customers

- **76% of customers are be considered AFN.**
- Of the resources available to the public, customers are most likely to be aware of **electrical and wildfire safety information, LIHEAP, and special payment arrangements**; 37% have not investigated any of the resources, remaining in line with June 2024 (32%).
- Only 7% of AFN customers have heard of AFN Self-Identification.
- Among those reporting that they rely on electricity for medical needs, 30% are aware of additional notices from BVES.
- 97% of respondents indicated it would not be helpful to receive communications in a language other than English.



# Recommendations

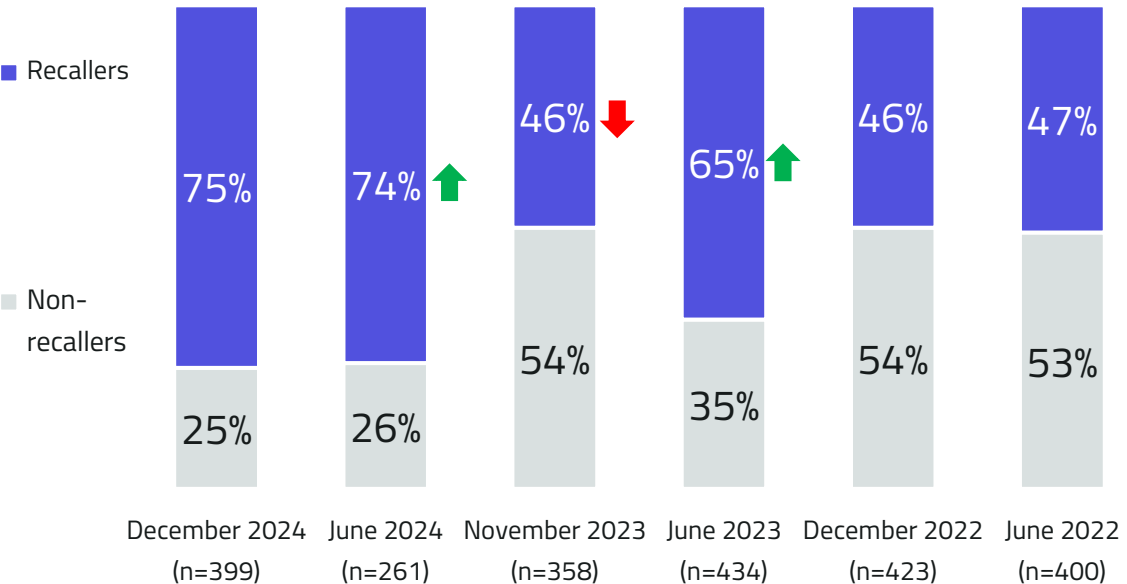
- Continue to push awareness of wildfire safety and PSPS. Communication awareness rose significantly in June 2024 and saw a slight uptick from that in December. PSPS awareness rose significantly since June, surpassing what has been seen over the past couple of years, indicating outreach efforts are be paying off.
- Continue utilizing email, social media, the BVES website, local news sources, bill inserts, and direct mail as channels for communications encouraging customers to visit the BVES website. With customers indicating the BVES website as the first place they would look to for information on PSPS, and with notifications via text and email perceived as the most effective means of communication, directing people there feels like a great opportunity to capitalize on this inclination. Caution is encouraged around using text messages for general communications if text messages are used primarily for emergency communications.
- Continue initiatives to promote BVES's efforts towards reducing the risk of wildfires. Since June 2022, awareness of most BVES' efforts have seen steady growth while the lack of awareness has been slowly declining.
- Continue to focus messaging on personal preparedness. Although 85% took action to prepare for wildfire season, the primary action taken appears to be focused on trimming vegetation, with a much smaller number of customers creating defensible space. There is ample opportunity to educate the public on additional steps that can be taken such as keeping gutters clear and preparing emergency kits and emergency readiness plans.
- Look for opportunities to inform customers about whether they reside in a PSPS area and/or encourage customers to seek out this information. Although a significantly larger number of people this wave know whether their address is in a PSPS area than last wave, just under 4 in 10 know for sure, and only one in five customers are aware of the PSPS map available on the BVES website.
- Educate customers on AFN Self-Identification. Only 8% of all customers are aware of the resource and only 6% of customers who qualify as AFN are aware. Just 20% of those aware have actually used the resource though most who have are satisfied with the results.



# Wildfire Safety Communications Awareness

- Three in four (75%) customers indicated they have seen or heard communications about wildfire safety in the past year, consistent with June 2024
- Awareness in December has continued to rise since 2022, indicating that pre-season messaging has been effective in building up awareness of fire safety communications

## Communication Awareness



	Recallers (n=301)	Non-Recallers (n=98)
Gender	Male – 53% Female – 44%	Male – 55% Female – 37%
Age	18-54 – 18% 55-64 – 22% 65+ – 56%	18-54 – 21% 55-64 – 20% 65+ – 49%
Median Income	\$102K	\$73K
Home Ownership	Own – 87% Rent – 7%	Own – 82% Rent – 11%
Primary Language is not English	18%	22%
Responded they Rely on Electricity for Medical Needs	14%	20%

Q2 Total Have you seen or heard any information about wildfire safety in the past year? (n=399)

↑ ↓ 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)

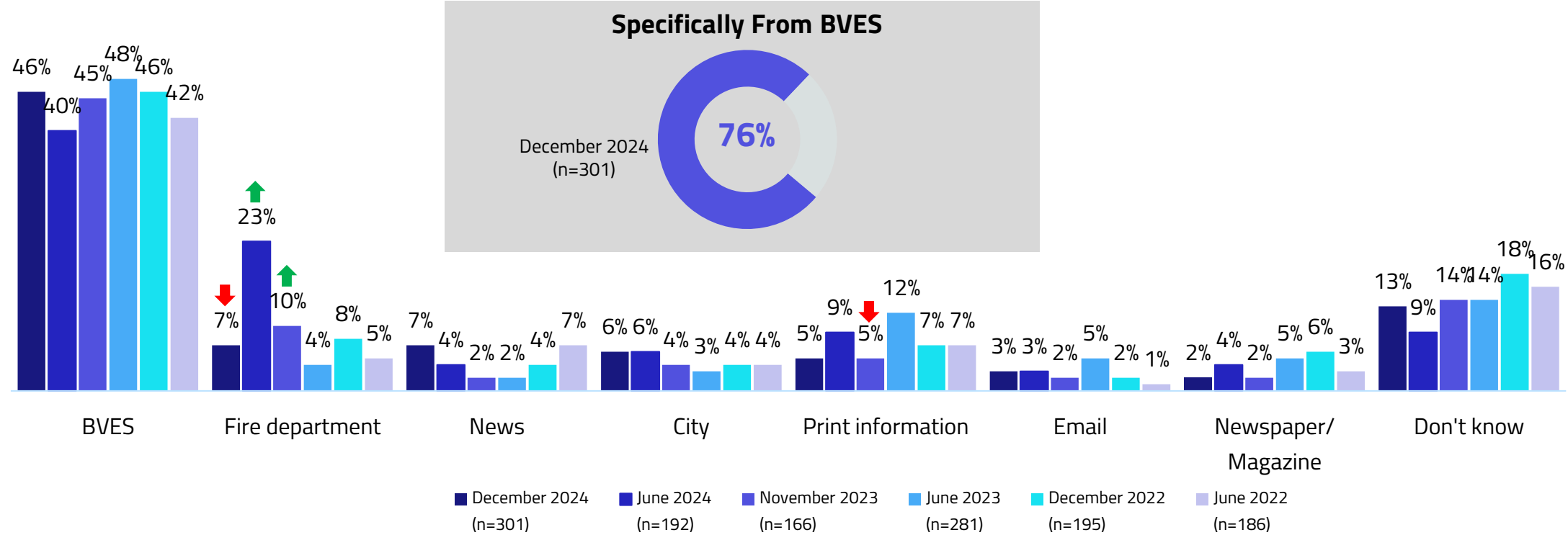


# Sources of Wildfire Preparedness Communications

- Of those aware, just under half (46%) recalled BVES unaided as the source of wildfire preparedness information
- When asked specifically if they had heard any information from BVES, just over three in four (76%) said they had

## Wildfire Preparedness Communications Sources

(among those who recall communication)



Q5 Who was the information about wildfire preparedness from? (n=301; Aware of Information)  
 QBV1 Have you seen or heard any information about wildfire safety specifically from Bear Valley Electric Service in the past year? (n=301; Aware of Information)

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



# Wildfire Preparedness Communications Messages

- Of those who recall communications from BVES, just under six in ten recall messages about PSPS (59%) and vegetation management (57%), followed by BVES' Wildfire Mitigation Plan (54%), and personal preparedness (52%)
- Mentions of PSPS and notifications and updating customer information increased significantly from June 2024

## Communications Messages Recalled *(among those who recall communication)*

		June 2024 (n=141)	Nov 2023 (n=166)	June 2023 (n=281)	Dec 2022 (n=195)	June 2022 (n=187)
Public Safety Power Shutoff	59% ↑	40%	34% ↓	44%	28%	30%
Vegetation Management or clearing forest brush	57%	65%	67% ↑	58%	57%	53%
BVES's Wildfire Mitigation Plan	54%	52%	45%	48%	44%	42%
Personal Preparedness	52%	46%	42%	42%	47%	44%
Notifications & Updating Customer Information	36% ↑	24%	19%	22%	24%	19%
California Public Utility Commission designation of high wildfire threat areas	26%	27%	19%	20%	25%	22%
Local Emergency Services – Resources	25%	21%	19%	16%	23%	16%
Efforts to enhance system reliability	23%	21% ↑	10%	8%	6%	3%
Community Resource Centers available for information and support	23%	16%	16%	12%	14%	8%
Medical Needs	22%	14%	17%	15%	17%	16%
Local Emergency Services – Support Tools	17%	18%	14%	13%	14%	9%
Grid and evacuation route hardening	17%	11%	Added June 2024			

Q3 What were the messages of the information you saw or heard about wildfire preparedness from Bear Valley Electric Service? (n=230; Aware of Information from BVES)

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

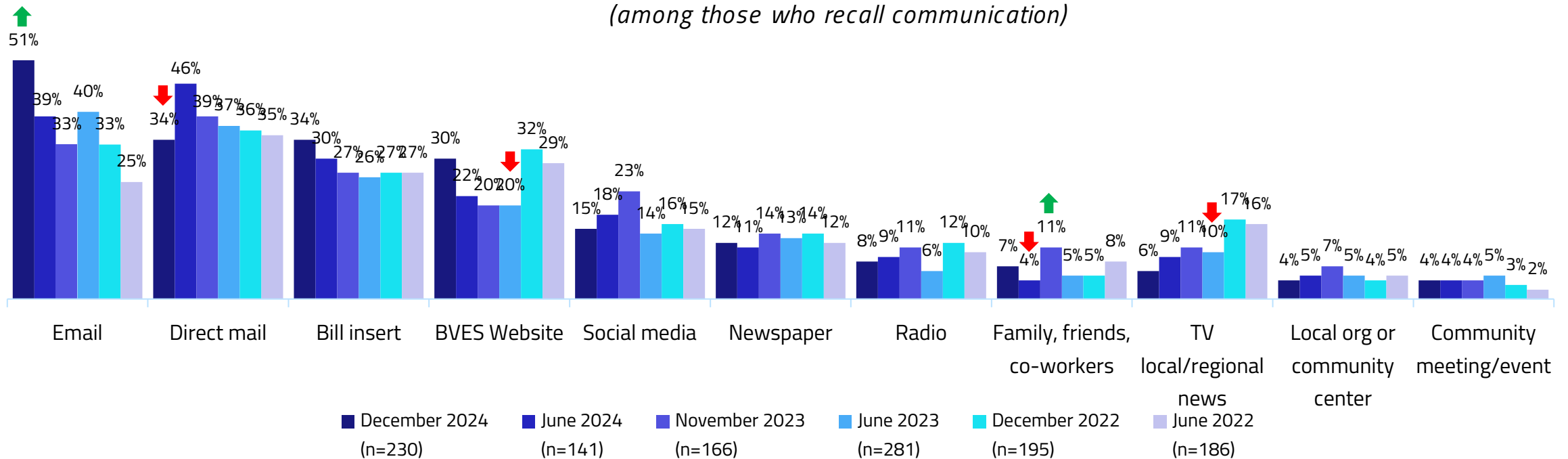


# Information Channels for Wildfire Communications

- Email was cited as the most common channel for wildfire preparedness communications, with just over half (51%) mentioning it, followed by direct mail (34%), and bill inserts (34%)
- Mentions of email increased significantly since June 2024, while mentions of direct mail decreased

## Information Channels for Wildfire Preparedness Communications

(among those who recall communication)



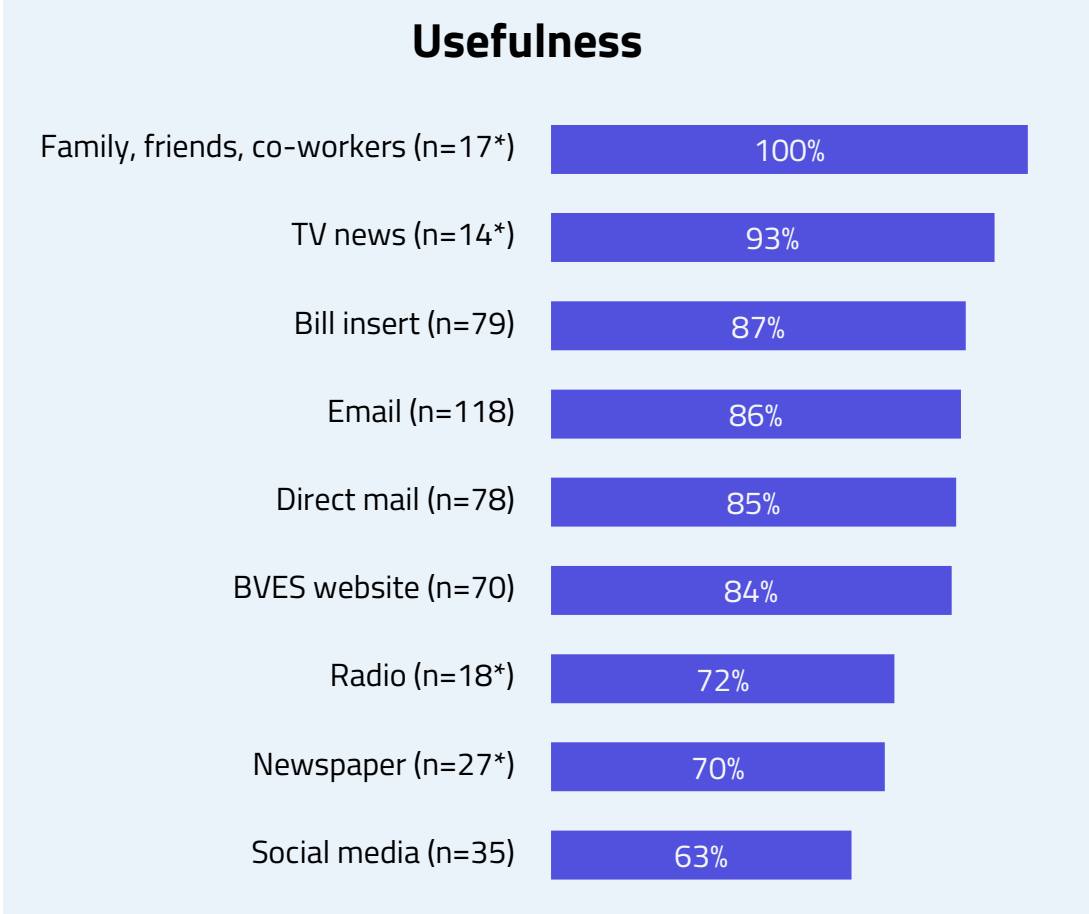
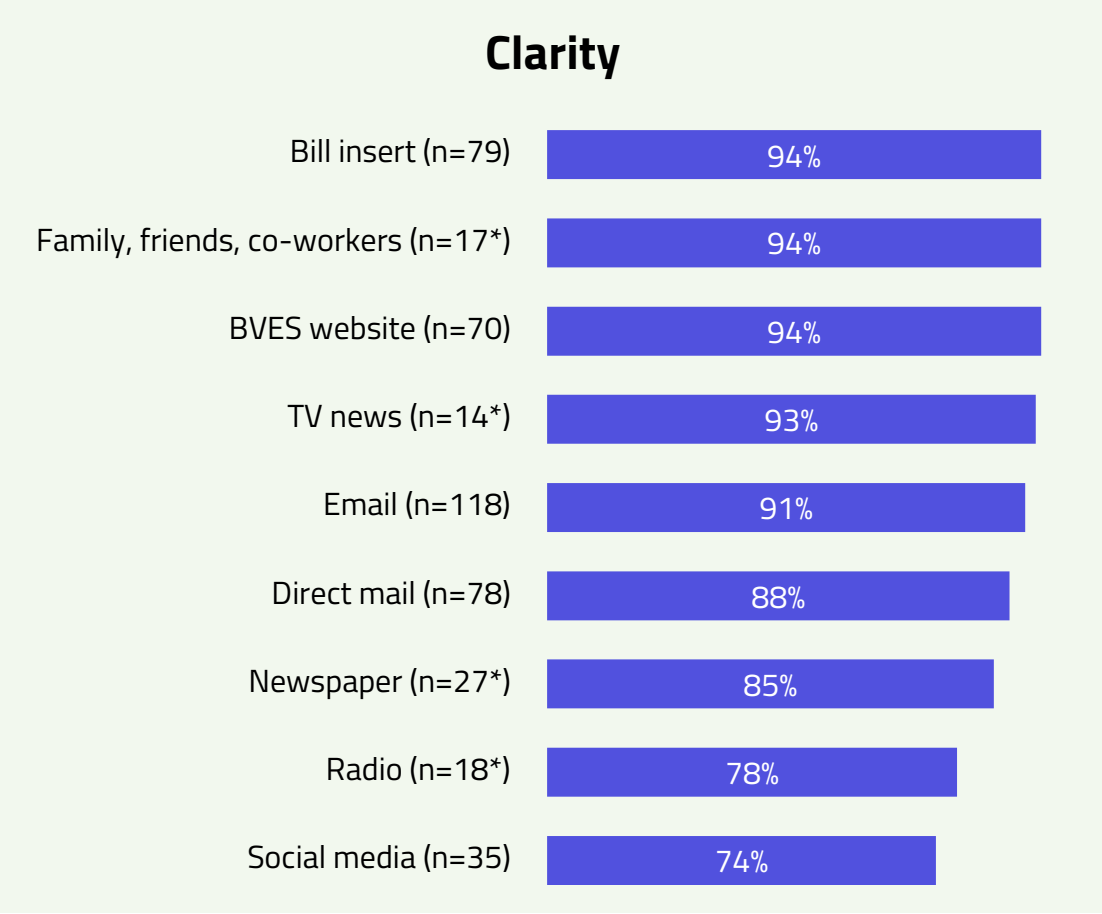
Q4 Where did you see or hear the information from Bear Valley Electric Service about wildfire preparedness? (n=230; Aware of Information from BVES)

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



# Information Usefulness and Clarity

- In terms of clarity, bill inserts (94%), word of mouth (94%), and the BVES website (94%) are rated the highest; word of mouth (100%), TV news (93%), and bill inserts (87%) are considered highly useful among those recalling the resources



Q4A How useful was the information about wildfire preparedness from each of these sources? (n-sizes vary; Aware of Communication)  
Q4B How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n-sizes vary; Aware of Communication)

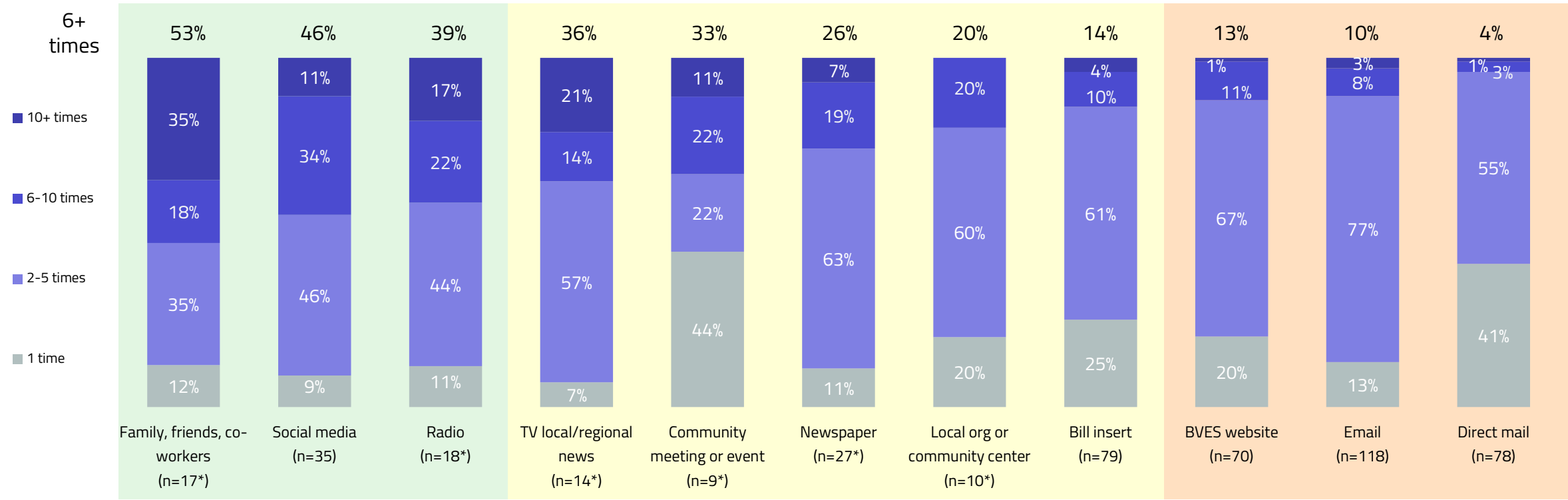
\*Small sample size (n<30)



# Communication Frequency

- Just over half (53%) report hearing messages about wildfire preparedness from family, friends, and co-workers more than six times during the last six months, followed by social media, radio, and TV local/regional news

## Communication Frequency



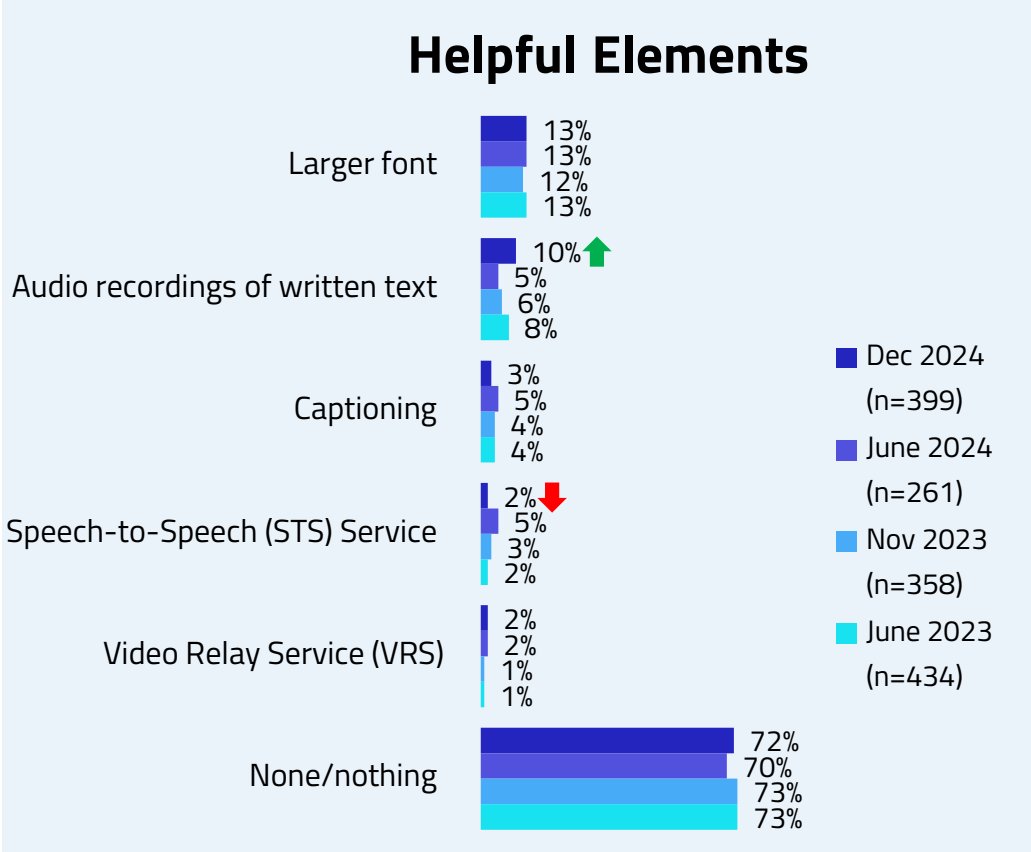
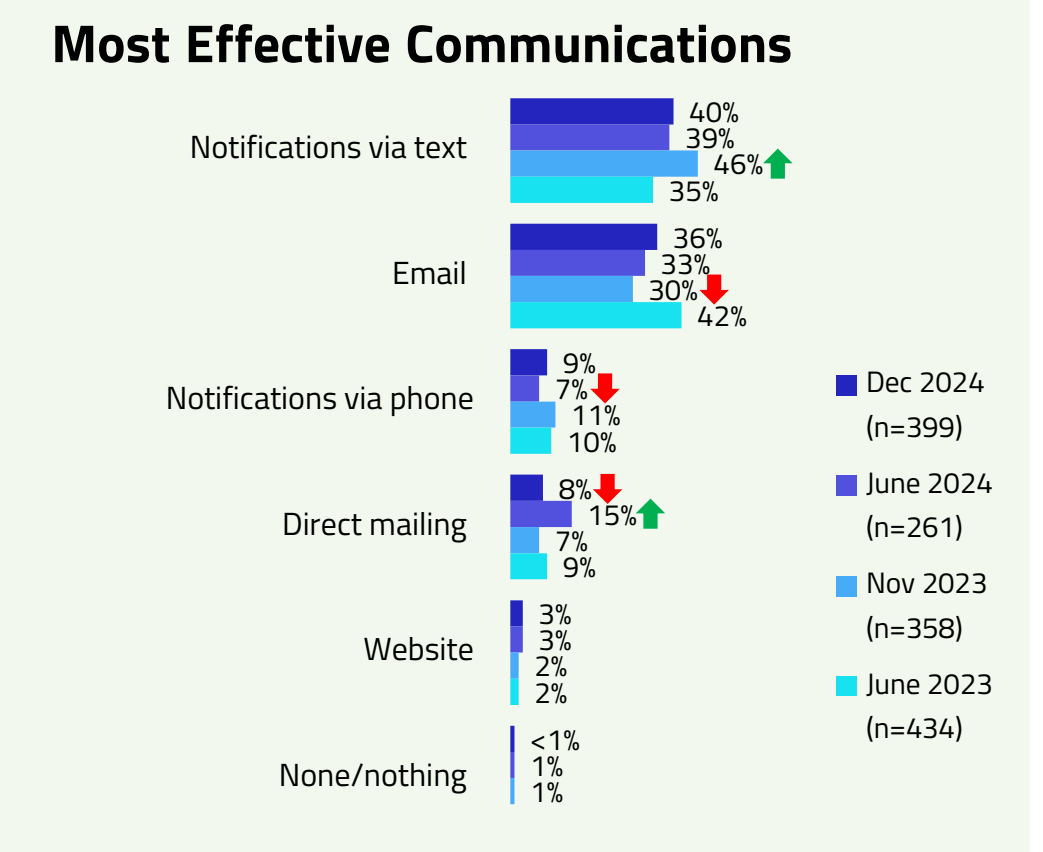
Q5A. In the past 6 months, how often do you recall seeing, hearing or receiving messages about wildfire preparedness? (n-sizes vary; Aware of Communication)

\*Small sample size (n<30)



# Effective and Helpful Communication

- Notifications via text remain seen as the most effective form of communication from BVES (40%) followed by email (36%); larger font remains as the most helpful (13%) element that could be incorporated
- Mentions of direct mailing as most effective form of communication decreased significantly since June 2024 (8% vs 15%)



QA6. What method of communication from Bear Valley Electric Service do you find most effective? (n=399; Total)  
 QA 12. Regardless of how communications from Bear Valley Electric Service are received, which, if any, of the following would be helpful for you? (n=399; Total)

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



# Wildfire Preparedness Actions Taken

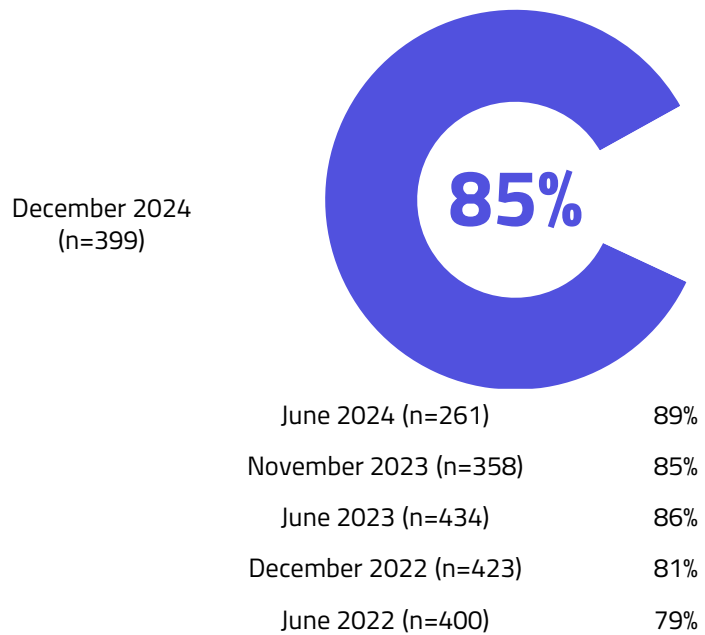




# Wildfire Preparedness

- Just over eight in ten respondents (85%) have taken actions to prevent or prepare their home or business in the event of a wildfire, staying in line with previous results (89% in June 2024)
- Trimming vegetation remains the most common action taken, mentioned by 89% of respondents who have taken action; mentions of creating a defensible space and preparing an emergency kit both saw significant increases since June

## Took Actions to Prevent or Prepare for a wildfire



Actions Taken <i>(among those taking action)</i>	December 2024	June 2024	November 2023	June 2023	December 2022	June 2022
	(n=340)	(n=232)	(n=305)	(n=375)	(n=341)	(n=315)
Trimmed vegetation around home or property	89%	90%	88%	91% ↑	83%	84%
Created defensible space	19% ↑	13%	16%	13% ↓	23%	24%
Clearing roof/gutter	5%	4%	4%	4%	5%	3%
Prepared an emergency kit	3% ↑	1%	2%	2%	4%	2%
Watering/installed watering systems (sprinklers, hoses, etc..)	2%	2%	2%	2%	2%	4%
Prepared an emergency readiness plan and contact information	1%	2%	1%	1%	1%	5%

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=399; Total)  
 Q6A. What actions have you taken in your home or business to prevent or prepare in the event of a wildfire? (n=340; Took actions)

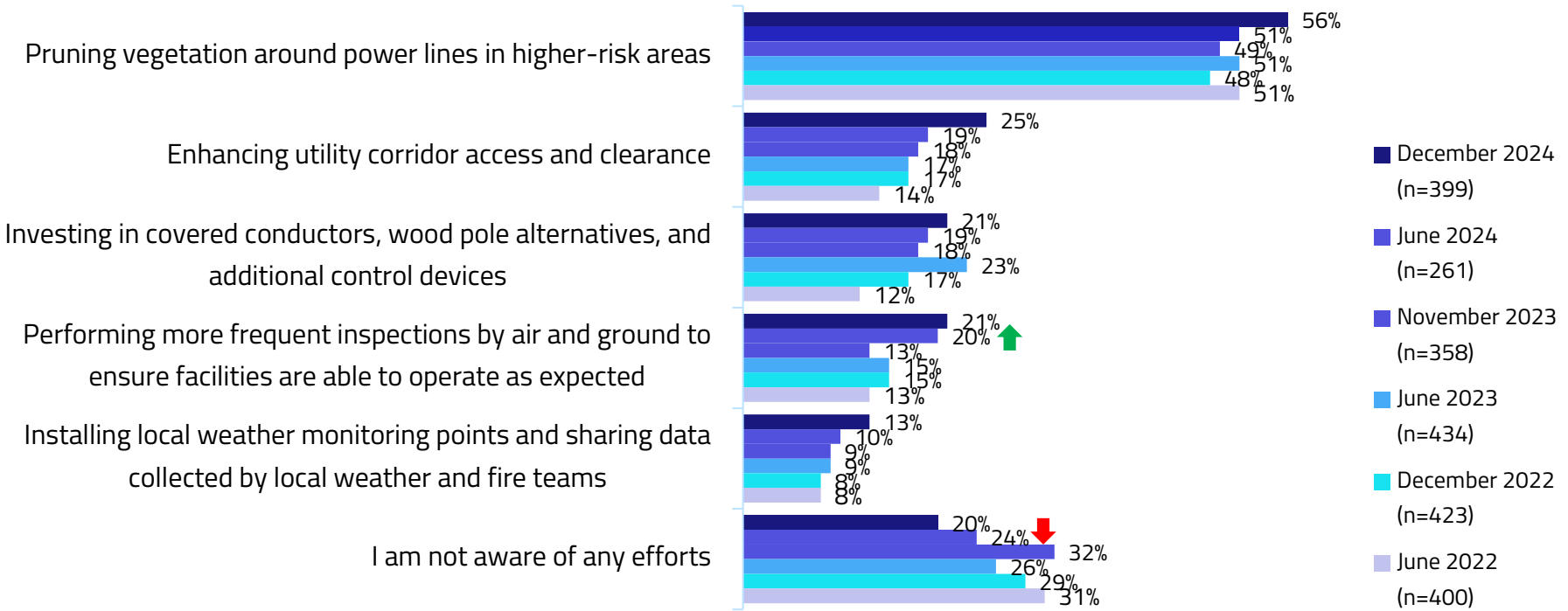
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Awareness of BVES's Efforts

- Consistent with previous results, just under six in ten are aware of BVES pruning vegetation around power lines in higher-risk areas (56%)
- **Recallers** are significantly more likely than Non-Recallers to be aware of the majority of BVES' efforts

## Awareness of BVES' Efforts to Reduce Wildfire Risk



Q7. What efforts by BVES are you aware of to reduce the risk of wildfire? (n=399; Total)

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

Bold denotes statistically significant difference between Recallers and Non-Recallers



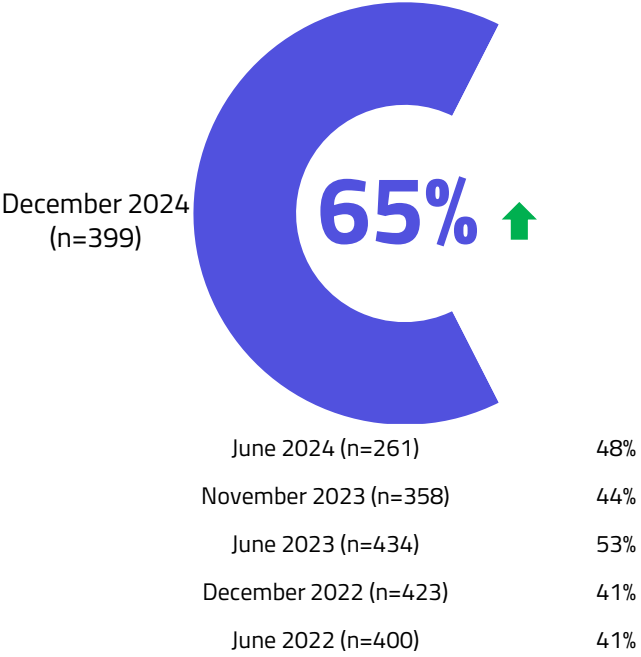
# Awareness of Public Safety Power Shutoff



# PSPS Awareness

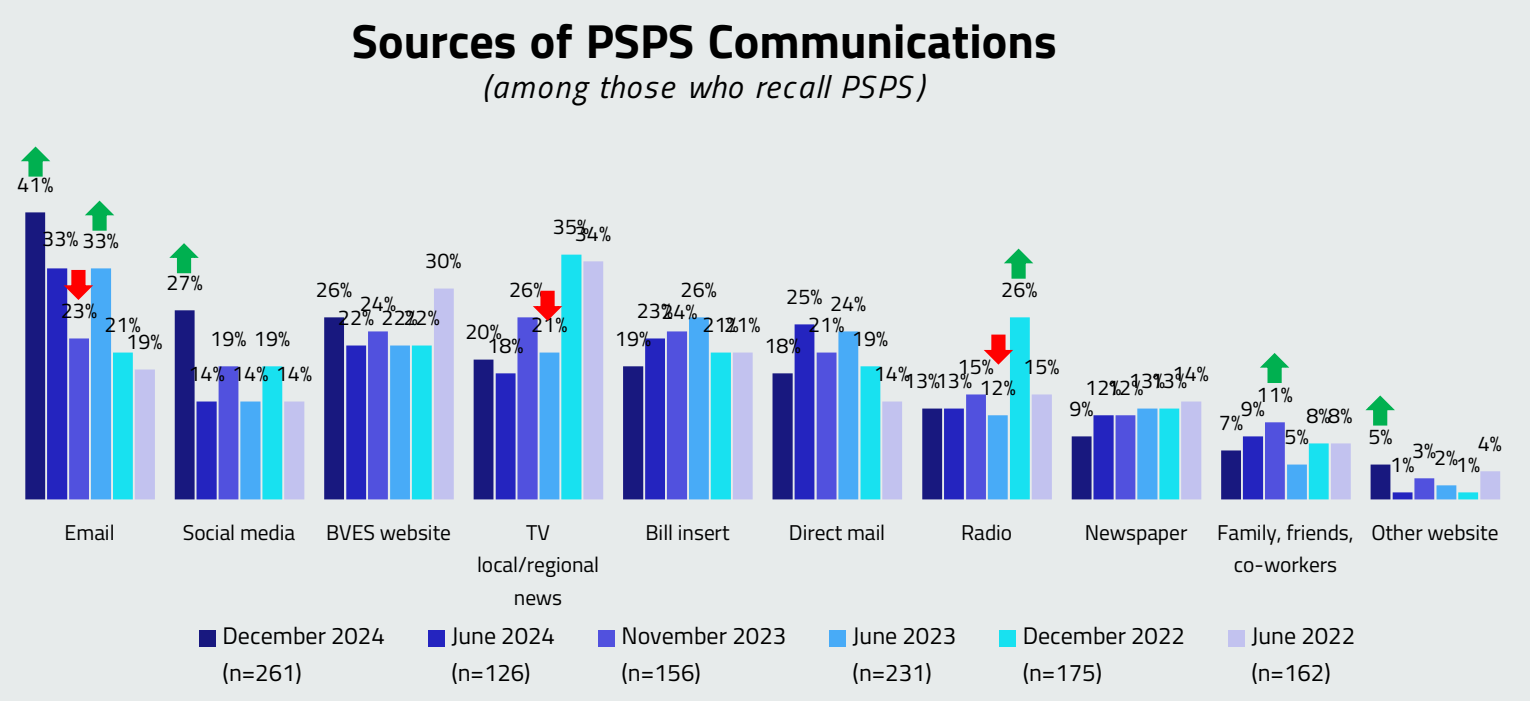
- Just under two thirds (65%) say they recall seeing, hearing or reading the phrase PSPS, up significantly compared with June 2024 (48%); **Recallers** are significantly more likely to recall PSPS than Non-Recallers (73% vs. 41%)
- Email (41%) is the most common source of PSPS communication followed by social media (27%) and the BVES website (26%); mentions of email and social media saw significant increases when compared with last wave

## PSPS Recall



## 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=399; Total)  
 Q8A. Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=261; Recall PSPS Communications)

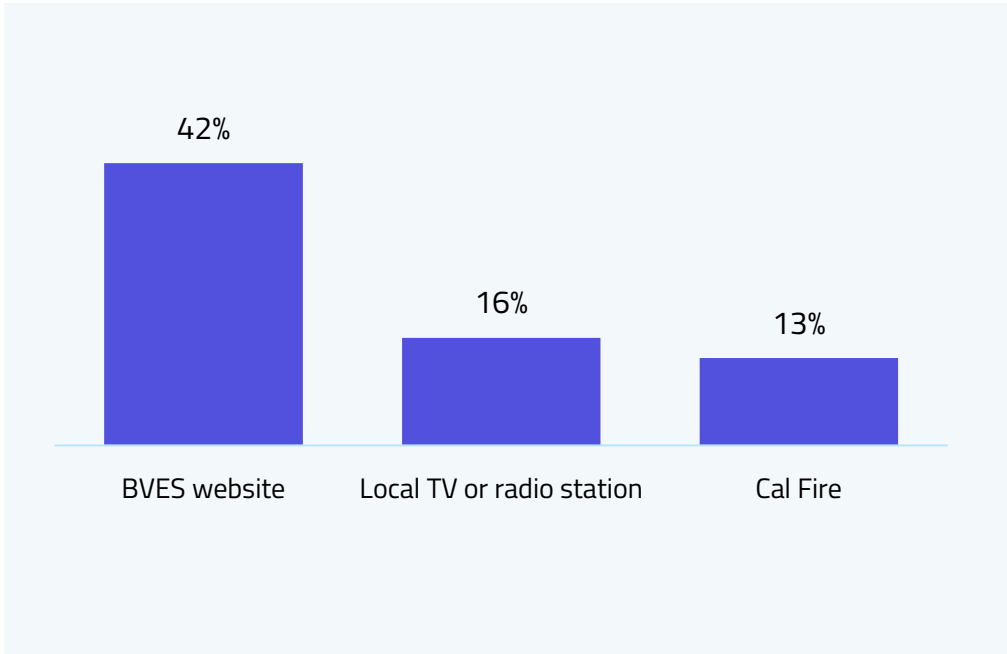
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# PSPS Awareness & Understanding

- As seen in prior waves, the BVES website remains the most mentioned source for information about PSPS
- Just over three in four (78%) 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,” in line with previous results

## Top 3 Sources of PSPS Information



Q9. Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? (n=261; Recall PSPS)  
 Q10. What is your understanding of a Public Safety Power Shutoff? (n=261; Recall PSPS)

## PSPS Understanding

	Dec 2024 (n=261)	June 2024 (n=126)	Nov 2023 (n=156)	June 2023 (n=231)	Dec 2022 (n=175)	June 2022 (n=162)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	78%	75%	74%	71%	70%	75%
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.	57%	54%	56%	48%	46%	56%
A Public Safety Power Shutoff is a last resort by the utility in an effort to prevent a fast-moving, hard to fight wildfire to help ensure customer and community safety.	51%	54% ↑	42%	40%	46%	40%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	33%	33%	37%	29%	38%	36%
Taking steps to enhance situational awareness by tracking satellite information and monitoring weather conditions can reduce the likelihood of a Public Safety Power Shutoff.	29%	31%	29%	26%	28%	Added Dec 2022

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

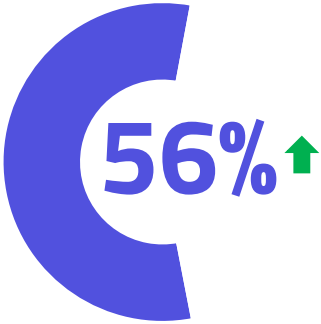


# Contact Information for PSPS

- Just under six in ten (56%) are aware they can update their contact information with BVES, up significantly when compared with June 2024 results (47%); among **Recallers** awareness is higher than among Non-Recallers (63% vs 35%)
- Just under six in ten (58%) of those aware they can update their information have done so, consistent with previous findings

## Awareness of Ability to Update Contact Information for PSPS

December 2024  
(n=399)



June 2024 (n=261)	47%
November 2023 (n=358)	42%
June 2023 (n=434)	46%
December 2022 (n=423)	43%
June 2022 (n=400)	37%

## Have Updated Contact Information

(among those aware they can update contact info)

December 2024  
(n=225)



June 2024 (n=122)	61%
November 2023 (n=151)	62%
June 2023 (n=200)	57%
December 2022 (n=184)	61%
June 2022 (n=149)	57%

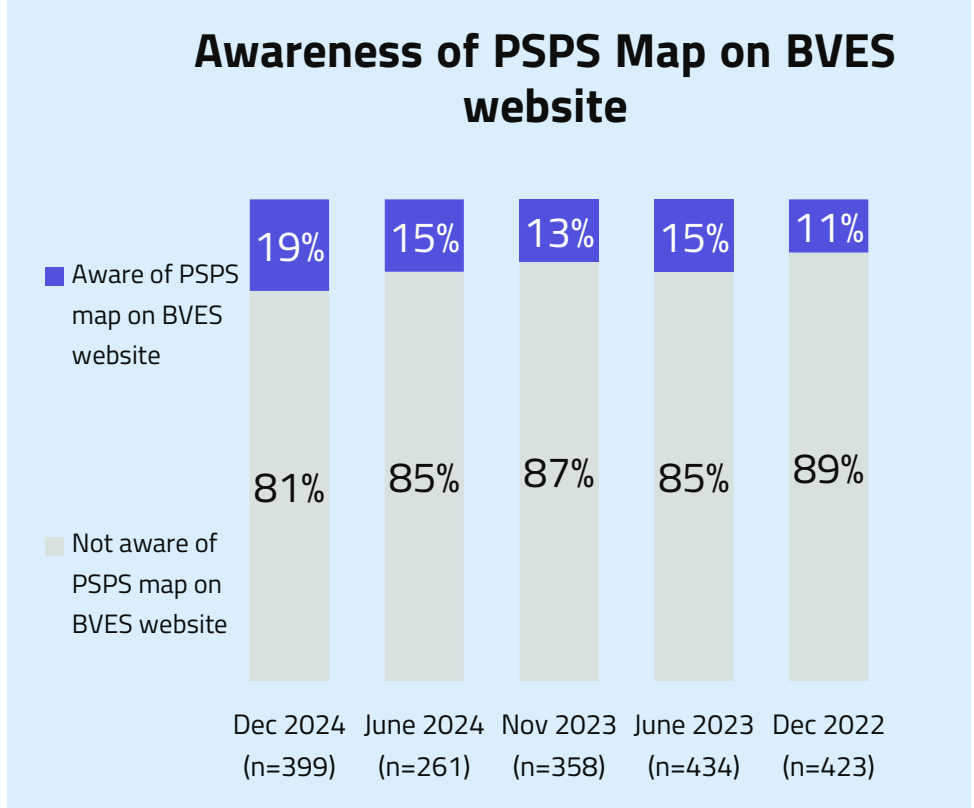
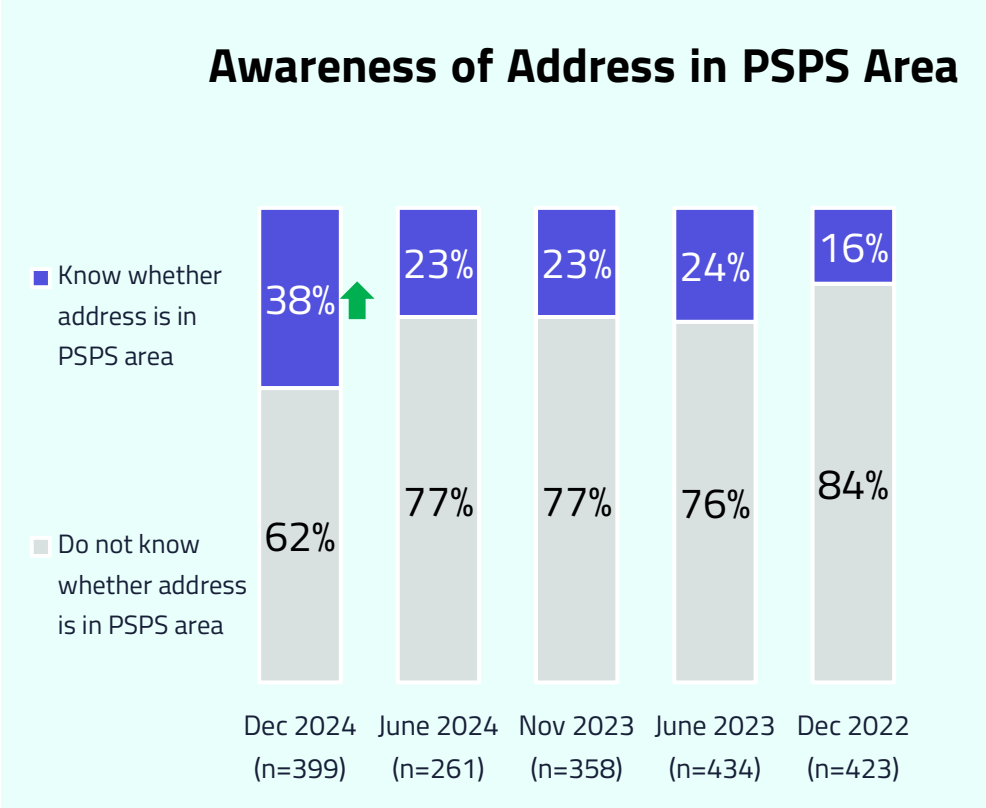
Q 11. Are you aware you can update your contact information with BVES to receive proactive notification prior to a Public Safety Power Shutoff? (n=399; Total)  
 Q 11A. Have you updated your contact information with BVES to receive notifications prior to a Public Safety Power Shutoff? (n=225; Aware of Information Update)

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



# Awareness of PSPS Location Status

- Just under four in ten (38%) know whether their address is in a PSPS area, up significantly from June 2024 (23%)
- **Recallers** are significantly more likely than Non-Recallers to know whether their address is in a PSPS area (44% vs 19%)



Q12. Do you know whether your address is located in a Public Safety Power Shutoff area? (n=399; Total)  
Q13. Are you aware of a map on BVES's website where you can check whether your address is located in a Public Safety Power Shutoff area and the status? (n=399; Total)

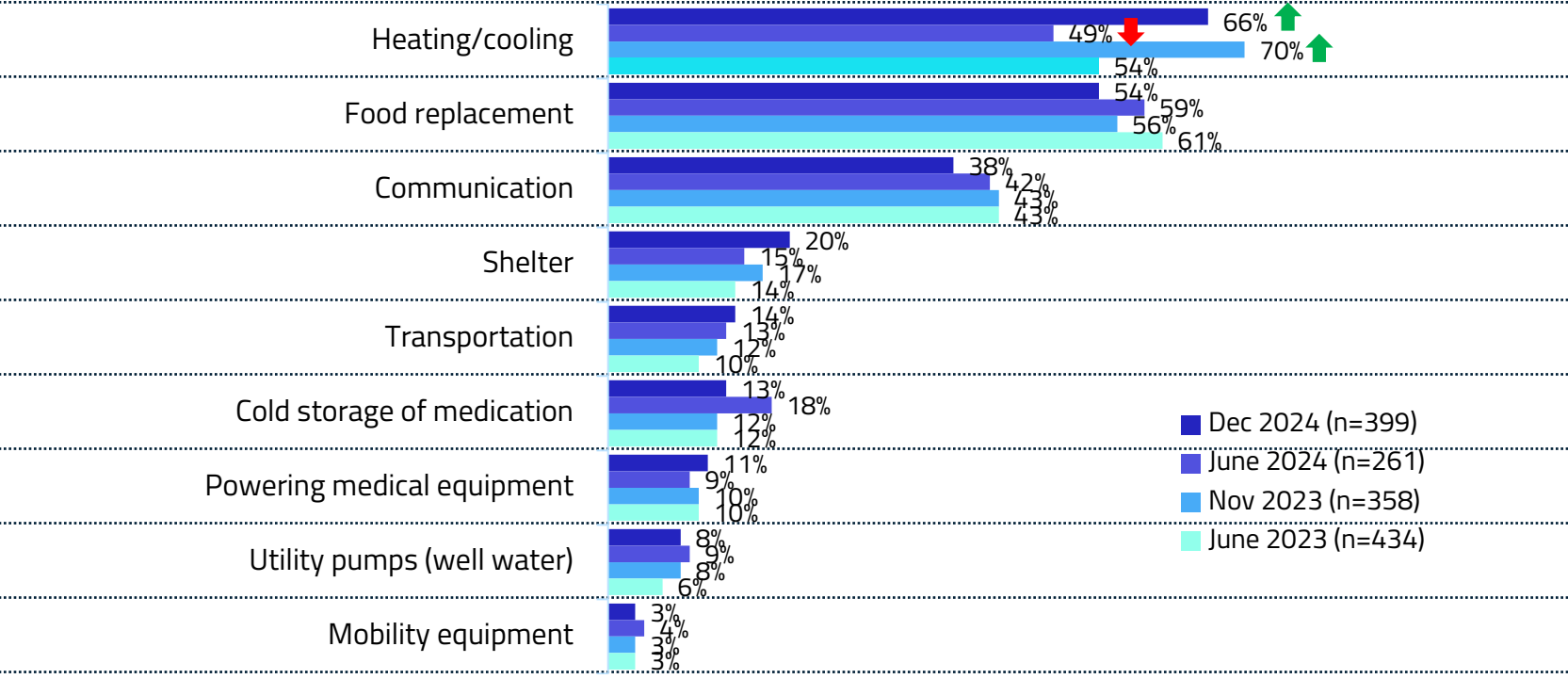
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Concerns about Extended Outage

- The largest concerns and perceived challenges in the event of an extended power outage include heating/cooling (66%), food replacement (54%), and communication (38%)
- Mentions of heating/cooling as a perceived concern increased significantly since June 2024 (66% vs 49%)

## Concerns or Challenges of an Extended Power Outage



QA5. In the event of an extended power outage, what are your most significant concerns or challenges? (n=399; Total)

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





# Medical Needs and Language Preferences

**Just over one in seven (15%) responded that they rely on electricity for medical needs**, consistent with last wave (16%)

A significantly greater proportion of **critical customers** say they rely on electricity for medical needs (94% vs 12%)

**Just under one third of those relying on electricity for medical needs are aware BVES provides additional notices** prior to a PSPS event (30%)

**19% of customers indicated they have a primary language other than English**; English remains preferred for communications for almost all respondents

- Nearly all customers (98%) indicating their primary language is not English still stated they prefer all communications in English as opposed to another language; Spanish is identified as the second most preferred language (2%)

**97% of respondents indicated it would not be helpful** for them or anyone else in their household **to receive communications in another language**

Q 14. Does anyone in your home or business rely on electricity for medical needs/equipment? (n=399; Total)  
Q 14A. Are you aware that BVES provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment? (n=61; Rely on electricity for medical needs)  
Q 15. Is your primary language other than English? (n=399; Total)  
Q 16. Would it be helpful for you or anyone else in your household to receive communications in another language? (n=399; Total)  
Q 16B. What is your preferred language to receive communications? (n=399; Total)

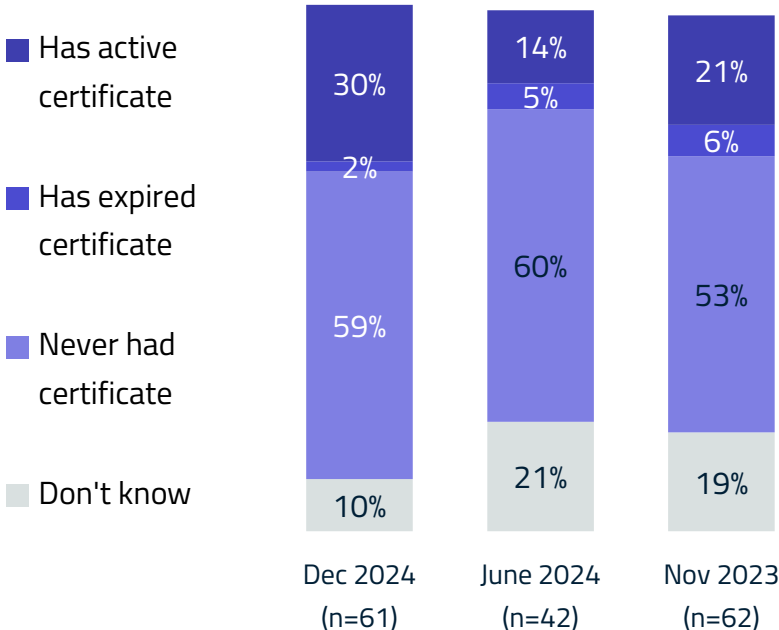


# Medical Support Certificate Usage

- Of the customers who rely on electricity for medical equipment, 30% currently have an active Medical or Life Support Certificate and 25% are aware that the Medical or Life Certificate requires annual renewal

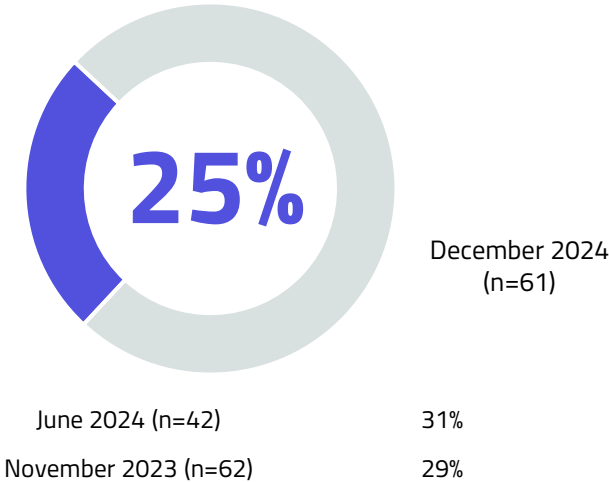
## Active Medical or Life Support Equipment Certificate

(among those with medical needs)



## Aware Certificates Require Annual Renewal

(among those with medical needs)



Q 14B Do you currently have an active Medical or Life Support Equipment Certificate? (n=61; Rely on electricity for medical needs)  
 Q 14C Are you aware that medical certificates require annual renewal? (n=61; Rely on electricity for medical needs)

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

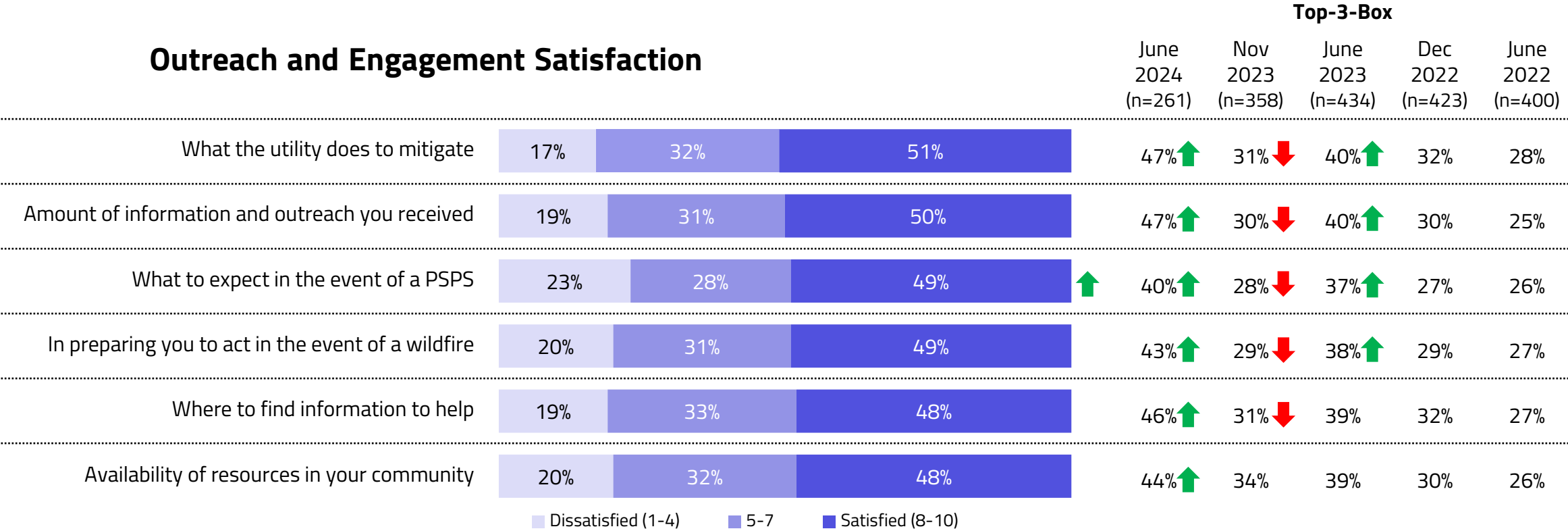


Post-PSPS



# Outreach and Engagement Satisfaction

- Roughly half (48% to 51%) of customers report being satisfied with all statements about outreach and engagement
- Satisfaction with information on what to expect in the event of a PSPS increased significantly from June 2024 (49% vs 40%)
- **Recallers give significantly higher satisfaction ratings** for all outreach and engagement metrics evaluated



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 information you receive? (n=399; Total)



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



# PSPS Notifications

- Just over half (51%) say that notifications should be sent if there is any possibility of a PSPS; another 36% feel that notifications should only be sent if there is a high likelihood of a PSPS

<b>PSPS Notifications Perception</b>	Dec 2024 (n=399)	June 2024 (n=261)	Nov 2023 (n=358)	June 2023 (n=434)	Dec 2022 (n=423)	June 2022 (n=400)
Notifications should be sent if there is any possibility of a PSPS	51%	52%	49%	49%	49%	51%
Notifications should only be sent if there is a high likelihood of a PSPS	36%	38%	35%	37%	38%	38%
Notifications should only be sent if a PSPS is certain to occur	13%	10% ↓	15%	13%	13%	11%

QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=399; Total)

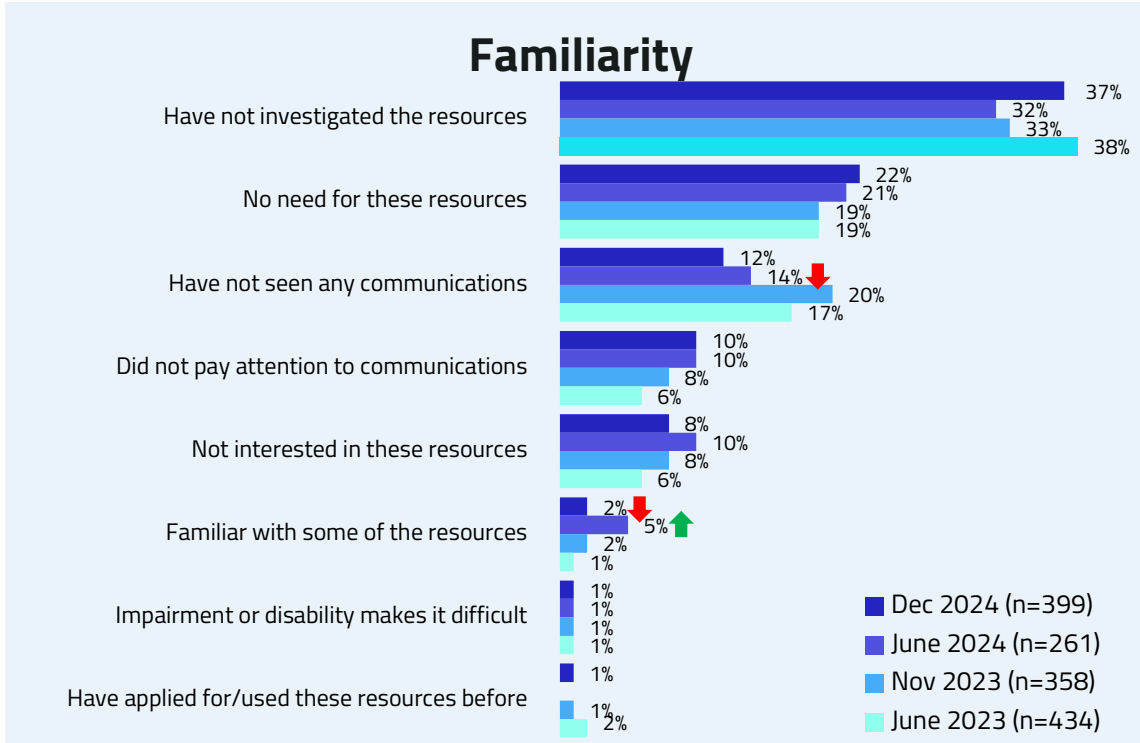
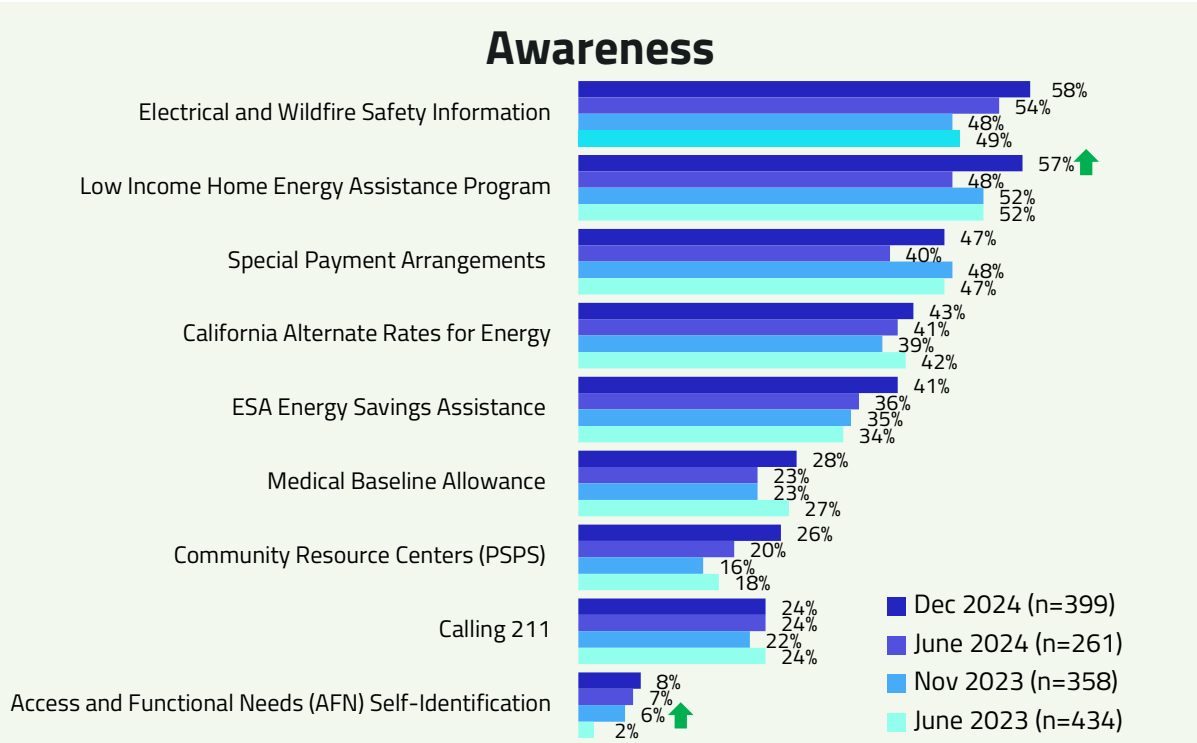


Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Awareness and Familiarity of Resources

- Of the resources available to the public, roughly half indicated they were aware of the Electrical and Wildfire Safety Information (58%) and Low-Income Home Energy Assistance Program (57%); just over one third (37%) indicate they “have not investigated the resources”
- Awareness of the Low-Income Home Energy Assistance Program saw a significant increase since June 2024 (57% vs 48%)
- **Recallers** are significantly more likely to indicate they were aware of all but two of the available resources



QA7. BVES supports a number of resources that are available to the public. Before today, which of the following resources have you heard of? (n=399; Total)  
 QA8. What statement best describes your familiarity with the resources you just reviewed? (n=399; Total)

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

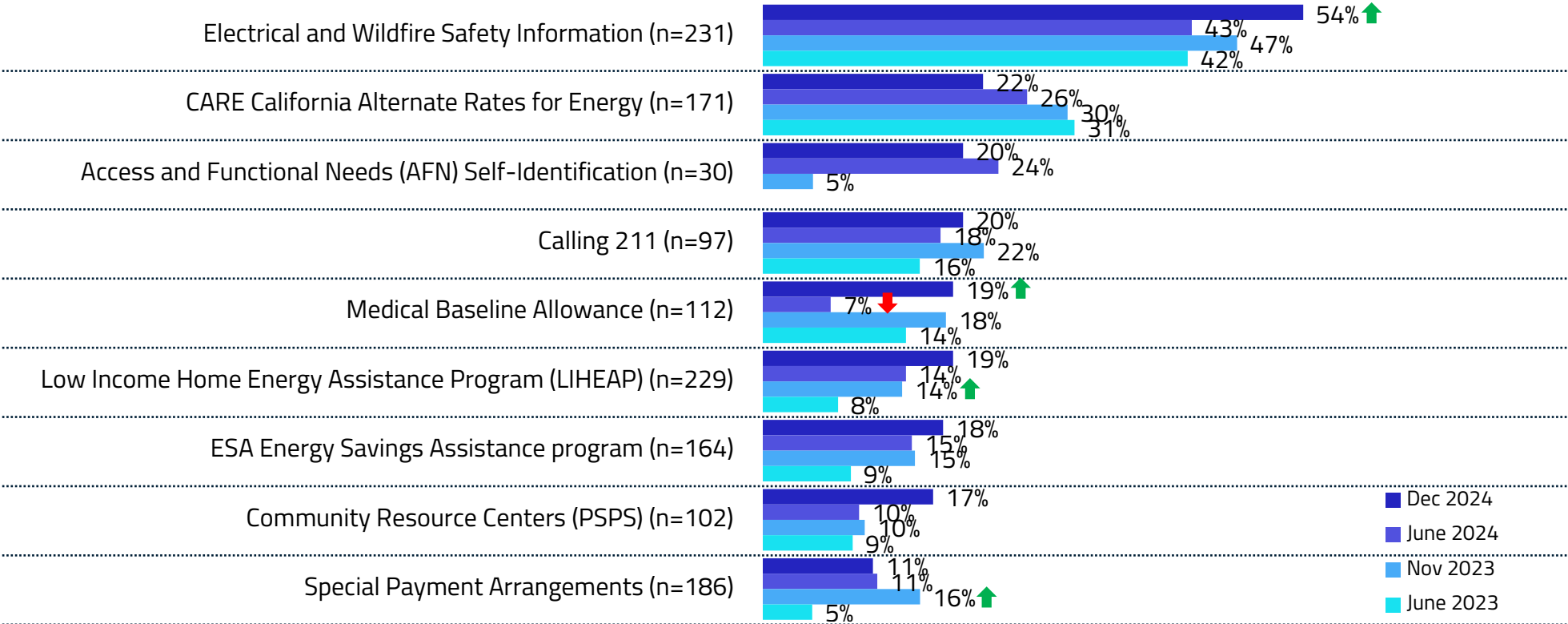


# Resources Used

- Of those aware of the resources available, just over half (54%) have used Electrical and Wildfire Safety Information, up significantly since June 2024 (54% vs 43%)
- Roughly one in five have used CARE (22%), AFN Self-Identification (20%), and Calling 211 (20%)

## Resources Used

(among those aware)



QA9. Which, if any, of these resources have you used in the past? (n varies; Aware of Communication)

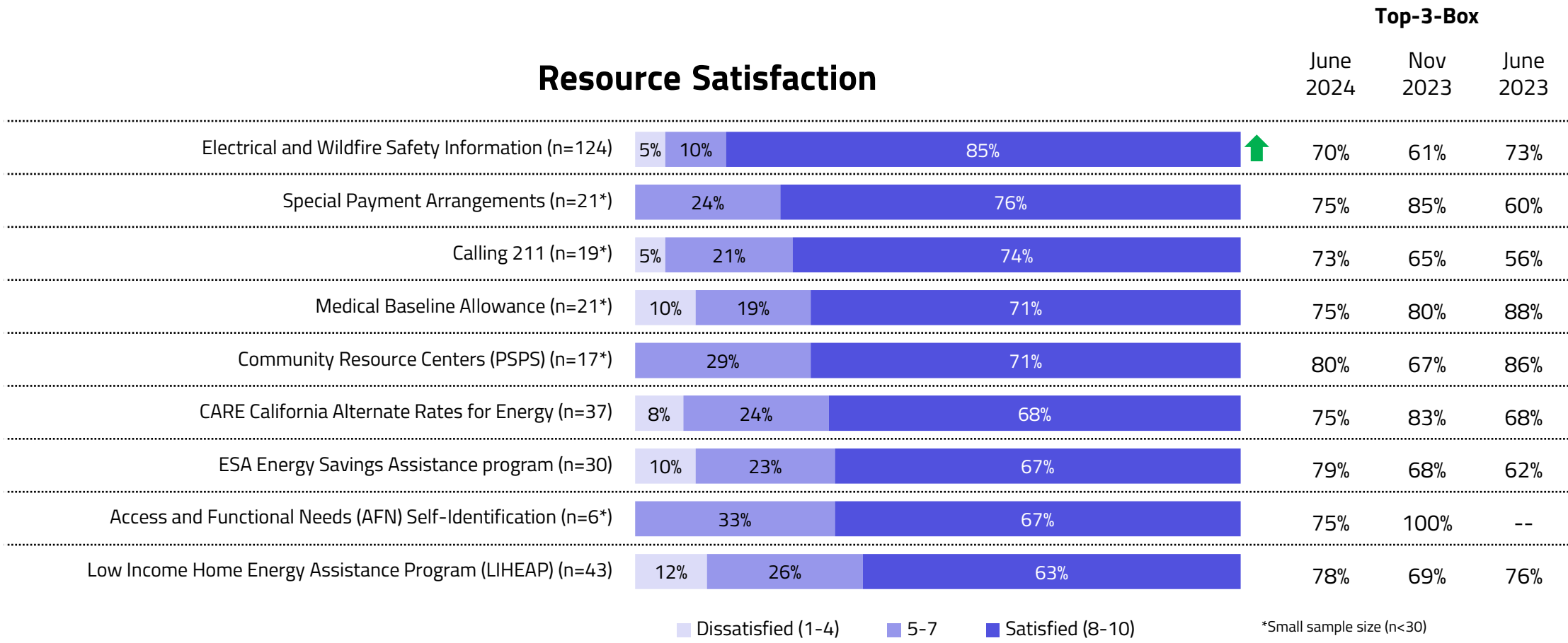


Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Satisfaction with Resources Used

- Satisfaction is highest among those using electrical and wildfire safety information, which saw a significant increase when compared with June 2024 (85% vs 70%)



QA 10. 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? (n varies; Used Resources)



\*Small sample size (n<30)  
Arrows signify statistical difference at the 95% confidence level compared to the previous wave





# Critical & AFN Customer Summary



# Key Metrics: Random vs Critical Customers

	Random Customer (n=383)	Critical Customer (n=16*)
Aware of Wildfire Safety Communications	76%	63%
Aware of Communications from BVES (among those aware)	46%	30%
Took Action to Prevent or Prepare for a Wildfire	85%	81%
Recall PSPS	<b>67%</b>	38%
Would Turn to BVES Website for PSPS Info	43%	--
Aware of Ability to Update Contact Info for PSPS	56%	75%
Know if Address is in PSPS Area	38%	38%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	48%	50%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	24%	47%
Aware of AFN self-identification	8%	--

\*Small sample size (n<30) Bold denotes statistically significant difference between Random and Critical Customers



# Demographic Profiles: Random vs Critical Customers

	Random Customer (n=383)	Critical Customer (n=16*)
Gender	Male – 54% Female – 42%	Male – 50% Female – 44%
Age	18-54 – <b>20%</b> 55-64 – 21% 65+ – 54%	18-54 – 6% 55-64 – 31% 65+ – 56%
Median Income	\$99K	\$25K
Home Ownership	Own – <b>87%</b> Rent – 7%	Own – 63% Rent – 25%
Average Length in Home	11.5 years	15 years
Live in Big Bear Year Round	43%	<b>81%</b>
Vacation Rental (among those living in Big Bear part time)	17%	--
Primary Language is not English	19%	19%
Responded they Rely on Electricity for Medical Needs	12%	<b>94%</b>

\*Small sample size (n<30)

Bold denotes statistically significant difference between Random and Critical Customers



# Key Metrics: AFN vs. Non-AFN

	<b>AFN Customer (n=329)</b>	<b>Non-AFN Customer (n=70)</b>
Aware of Wildfire Safety Communications	75%	77%
Aware of Communications from BVES (among those aware)	47%	41%
Took Action to Prevent or Prepare for a Wildfire	85%	87%
Recall PSPS	65%	67%
Would Turn to BVES Website for PSPS Info	40%	49%
Aware of Ability to Update Contact Info for PSPS	58%	47%
Know if Address is in PSPS Area	38%	34%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	49%	43%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	30%	--
Aware of AFN Self-Identification	8%	7%

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



# Demographic Profiles: AFN vs. Non-AFN

	<b>AFN Customer (n=329)</b>	<b>Non-AFN Customer (n=70)</b>
Gender	Male – 54% Female – 43%	Male – 49% Female – 40%
Age	18-54 – 12% 55-64 – 19% 65+ – 66%	<b>18-54 – 50%</b> <b>55-64 – 31%</b> 65+ – --
Median Income	\$83K	\$175K
Home Ownership	Own – 89% <b>Rent – 9%</b>	Own – 87% Rent – 3%
Average Length in Home	<b>12.2 years</b>	8.8 years
Live in Big Bear Year Round	47%	36%
Vacation Rental (among those living in Big Bear part time)	14%	26%
Primary Language is not English	23%	--
Responded they Rely on Electricity for Medical Needs	19%	--

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 BVES territory in December 2024.

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





# CBO Interviews

## Current Communications

- All participants are all in regular contact with BVES, and have personal contacts they can easily reach directly via phone or email
- Regular communications cover a range of topics including outage response, infrastructure planning, and emergency preparedness
- Multi-agency meetings are cited as a way the key players (BVES, Cal Trans, UFS, Cal Fire, local fire/emergency services, municipal orgs, schools, utility partners, and hospitals) come together to plan for emergency situations
  - It is important to share information about plans for maintenance activities and potential outages (PSPS or other) to ensure all are on the same page in supporting the community
  - Ensure communications are consistent and accurate to avoid confusion with public outreach
  - Meetings should cover all types of emergency preparation, which could involve earthquakes and winter storms in addition to wildfires
  - Consider incorporating the newly formed firesafe council into the list of partners for emergency response planning
- Participants felt there were solid communications related to fire danger in the past year
- Participants do recall some public-facing communications from BVES, and primarily around the potential for PSPS outages; these communications were primarily via email and social media

## Spreading the Word

- For public-facing communications, participants recommend social media, email, text, direct mail, radio, newspaper, and appearances at local events
  - Social media is cited as an effective way to reach many in the community; while there are some residents who will not receive the messages, the posts will help spread messages via word of mouth
  - To reach a broad group of community members, posting flyers at grocery stores and attending events to talk to the community or hand out materials
  - Organizations are willing to repost social media content or reference BVES materials in their communications
- Due to the large visitor population, it is recommended to partner with local businesses, the chamber of commerce, and Air BnB hosts to ensure there is safety information available to non-residents
  - Attendance at local events has the potential to reach visitors who would not receive email or belong to a local social media group
  - Newer residents are likely to be less prepared, and a regular community presence can help reiterate the importance of safety preparations
- English and Spanish are the primary languages required





# CBO Interviews

## Useful Information/Resources

- The most effective ways BVES can support the community in preparing the community include:
  - Direct mailings and bill inserts with information about wildfire safety and PSPS; mailings should be timed for late spring/early summer, with a reminder toward the peak of fire season
  - Using social media to reach the public, encouraging partner entities to repost content and sharing safety messages from other local agencies
  - Providing information about steps to take in the event of an extended power outage (having food/water, batteries charged, filling gas tanks, generator safety); these messages can be framed as general emergency preparation, being applicable to fires and winter storms
  - Encouraging community members to share information with neighbors who may not be on social media or online
  - Educating the public about PSPS and explaining the criteria for PSPS events; additionally, provide information about BVES' mitigation efforts and infrastructure improvements
  - Providing timely notice about potential PSPS events and providing timely updates as circumstances change
  - Maintaining regular communication with partner agencies and coordinating actions

## PSPS Events

- All are aware of PPS and have been involved in planning activities for extended outages
- Participants understand the changing nature of PPS and the challenges that brings when planning/preparing for an event
  - Early notification is important (at least 24 hours in advance), with regular updates as conditions evolve
  - Important information includes when/why an outage is expected, the estimated duration, regular updates, and notices when power is expected to be restored and when it is restored
- Those with medical needs and the elderly are considered most at risk, and it is important to provide them education, resources, and advanced notification when possible
- Participants are generally not aware of resource centers or plans for spinning them up in the event of a PPS outage; it will be important to educate partners and the broader community of resources that will be made available
- While long term residents are generally prepared for weather-related outages, newer residents and visitors are less likely to be prepared
  - Partnership with homeowners, property managers, local businesses, and organizations/events is a way to reach this audience
  - Local radio provides an opportunity to reach all in the community during power outages and is an important partner



# Demographic Profiles



# Respondent Profiles

Gender	Total (n=399)	Recallers (n=301)	Non-Recallers (n=98)
Male	53%	53%	55%
Female	42%	44%	37%
Age			
18 to 24	--	--	--
25 to 34	3%	2%	<b>7%</b>
35 to 44	5%	6%	4%
45 to 54	11%	11%	10%
55 to 64	21%	22%	20%
65 or over	54%	56%	49%
Prefer not to say	5%	4%	9%

Renter/Homeowner	Total (n=399)	Recallers (n=301)	Non-Recallers (n=98)
Own	86%	87%	82%
Rent	8%	7%	11%
Prefer not to say	5%	4%	7%
Household Income			
Less than \$20,000	7%	6%	10%
\$20,000 to \$39,999	7%	7%	7%
\$40,000 to \$59,999	8%	8%	7%
\$60,000 to \$89,999	10%	11%	8%
\$90,000 to \$129,999	12%	12%	12%
\$130,000 to \$199,999	11%	<b>13%</b>	5%
\$200,000 or more	12%	<b>14%</b>	6%
Prefer not to say	33%	29%	44%

Q17. What is your gender? (n=399; Total)

Q18. What is your age category? (n=399; Total)

Q19. Do you own or rent your home? (n=399; Total)

Q20. Which of the following best describes your annual household income? (n=399; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers



# Respondent Profiles

Years In Home	Total (n=399)	Recallers (n=301)	Non-Recallers (n=98)
Less than 2 years	14%	13%	14%
2-3 years	11%	11%	11%
3-5 years	10%	9%	12%
6-10 years	17%	17%	17%
10-19 years	16%	17%	13%
20+ years	26%	28%	21%
Prefer not to say	6%	5%	10%

Occupancy	Total (n=399)	Recallers (n=301)	Non-Recallers (n=98)
Live in Big Bear year-round	45%	44%	47%
Live in Big Bear part time	46%	48%	39%
Prefer not to say	10%	8%	14%

Vacation Rental	Total (n=182)	Recallers (n=144)	Non-Recallers (n=38)
Yes	16%	17%	16%
No	84%	83%	84%

- Q21. How long have you lived in your home? (n=399; Total)  
 Q22. Do you live in your home in Big Bear year-round, or part time? (n=399; Total)  
 Q23. Is your home in Big Bear a vacation rental? (n=124; Live in Big Bear part time)

\*Small sample size (n<30)  
 Bold denotes statistically significant difference between Recallers and Non-Recallers



# Respondent Profiles – AFN Criteria

	<b>Total</b> (n=399)	<b>Recallers</b> (n=301)	<b>Non-Recallers</b> (n=98)
AFN (NET)	66%	67%	64%
Age 65+	54%	56%	49%
<\$40K income	14%	13%	17%
Chronic conditions or injuries	11%	11%	13%
Physical, developmental, or intellectual disability	10%	9%	14%
Limited access to transportation	5%	3%	<b>9%</b>
Non-English language needs	19%	18%	22%
Medical need	15%	14%	20%

Bold denotes statistically significant difference between Recallers and Non-Recallers

## Appendix A

BVES\_POSTSR2A\_2-28-2025.xlsx

BVES\_POSTSR2B\_2-28-2025.xlsx

BVES\_POSTSR3\_2-28-2025.xlsx

NA\_BVES\_POSTSR4\_2-28-2025.xlsx

Appendix A is filed with the Commission's Docket Office and can be accessed at [www.bvesinc.com](http://www.bvesinc.com).