

**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)
PLAN TO SUPPORT ACCESS AND FUNCTIONAL NEEDS POPULATIONS DURING
DE-ENERGIZATION EVENTS**

2025 AFN PLAN

Dated: January 31, 2025

Jordan Parrillo
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2025 AFN PLAN

Liberty Utilities (CalPeco Electric) LLC ("Liberty") hereby submits its 2025 Access and Functional Needs Plan for Public Safety Power Shutoff Support Pursuant to Commission Decision in Phase Three of R.18-12-005, attached hereto as Attachment A.

Respectfully submitted,

/s/ Jordan Parrillo

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Dated: January 31, 2025

ATTACHMENT A
Liberty's 2025 Access and Functional Needs Plan



Liberty Utilities (CalPeco Electric) LLC (U 933-E)

Liberty's Plan to Support Populations with Access and Functional Needs ("AFN") During PSPS

January 31, 2025

EXECUTIVE SUMMARY

During extreme weather conditions, utilities may temporarily turn off power to specific areas to protect the safety of customers and communities. This is called a Public Safety Power Shutoff (PSPS). A PSPS is a tool of last resort to mitigate the risk of wildfires. To support individuals with Access and Functional Needs (AFN) during a PSPS, each of the Joint Investor-Owned Utilities (IOUs) developed its respective 2025 Annual AFN PSPS Plan (“AFN Plan” or “Plan”) with assistance from regional and statewide AFN stakeholders, which represent a broad spectrum of expertise. The Plan leverages the Six-Step Planning Process in the Federal Emergency Management Administration’s (FEMA) Developing and Maintaining Emergency Operations Plans Comprehensive Preparedness Guide 101.¹

The IOUs have established a partnership and will continue to work closely with the AFN Collaborative Council and the AFN Core Planning Team² to seek guidance and address the “Why,” “Who,” “What,” and “How” of supporting individuals with AFN. The IOUs are committed to addressing the needs of individuals with AFN before, during, and after a PSPS.

Liberty acknowledges and thanks the AFN Collaborative Council, Joint IOUs, and AFN Core Planning Team for their guidance and commitment in developing the 2025 AFN plan.

WHY

As climate conditions change, the threat of wildfires in California remains and continues to grow. When wildfire conditions present a safety risk to customers and communities, electric utilities may enact a PSPS and temporarily turn off power to specific areas to protect the safety of customers and communities.

Liberty recognizes that a PSPS disrupts the everyday lives of impacted individuals, including those with AFN and/or those who may be electricity dependent, which will be discussed further in this Plan. The purpose of this Plan is to mitigate the impact of a PSPS on individuals with AFN.

WHO

The Joint IOU Statewide AFN Advisory Council³ and AFN Core Planning Team developed a definition of Electricity Dependent individuals⁴ that this Plan seeks to support. That definition remains unchanged from 2022.

¹ For details on how to develop and maintain Emergency Operations Plans, visit: [Developing and Maintaining Emergency Operations Plans Comprehensive Preparedness Guide \(fema.gov\)](https://www.fema.gov/emergency-planning-guidance).

² See Appendix A for members of the AFN Core Planning Team and Collaborative Council.

³ Please see Appendix B for a list of the Joint IOU Statewide AFN Advisory Council members.

⁴ IOUs will strive to implement this proposed definition contingent on operational feasibility and in alignment with AFN identification requirements with the CPUC’s PSPS decisions. See e.g., D.21-06-034, pp. A8 – A9; D.20-05-051, p. A8; D.19-05-042, pp. A12-A14, A20-A21. The IOUs will continue collaborating with AFN stakeholders to refine this definition as appropriate.

Electricity Dependent Definition: Individuals who are at an increased risk of harm to their health, safety, and independence during a PSPS for reasons including, but not limited to:

- Medical and non-medical;
- Behavioral, mental, and emotional health;
- Mobility and movement; or
- Communication.

Liberty has continued to work collaboratively with others in the community to identify individuals with AFN across its service territory. As of the submission of this document, Liberty has identified 10,041 customers through collaborative outreach with local community-based organizations (“CBOs”) that provide certain program enrollment assistance (i.e., CARE, Medical Baseline) and promoting self-identification. Liberty will continue these efforts through 2025.

WHAT AND HOW

Through participation in the AFN Collaborative Council and AFN Core Planning Team, Liberty remains informed of the IOUs’ goals, objectives, and potential opportunities for enhancements in 2025. Liberty learns from feedback and best practices shared by other IOUs. The overarching goal is to mitigate the potential impacts of a PSPS on individuals with AFN through improved customer outreach, education, assistance programs, and services.

INTRODUCTION

In accordance with the California Public Utilities Commission (“Commission” or “CPUC”) Decision (D.) 21-06-034 Phase 3 OIR Decision Guidelines and leveraging Federal Emergency Management Administration’s Developing and Maintaining Emergency Operations Plans Comprehensive Preparedness Guide 101 6 Step Process, the Joint IOUs have worked collaboratively with the AFN Core Planning Team to implement the “Whole Community”⁵ approach. This paved way to the development of an overarching Joint IOU statewide strategy to address the diverse needs of AFN individuals.

The California IOUs will file their respective 2025 AFN Plans with the CPUC by January 31, 2025, detailing the programs they have available to support people and communities with AFN before, during, and after a PSPS event. The IOUs will provide the CPUC with quarterly updates regarding its progress toward meeting the established objectives and the impact of their efforts to address the AFN population before, during, and after PSPS, while seeking opportunities for statewide consistency where possible.

Liberty will continue to work throughout the year to engage local AFN stakeholders and share applicable information about Liberty’s available programs and services.

1.1 Subject Matter Experts (Engage the Whole Community)

According to FEMA Step 1: Engaging the Whole Community in the Planning. Engaging in community-based planning—planning that is for the whole community and involves the whole community—is crucial to the success of any plan.

On September 17, 2024, the IOUs introduced this effort at the broader Q3 Joint IOU Statewide AFN Advisory Council meeting, invited participation, and subsequently held a kick-off meeting with the Core Planning Team⁶ members on October 23, 2024. The 2025 AFN Core Planning Team is comprised of organizations representing the diverse needs of the AFN community. Table 1 below reflects the organizations involved in the development of the 2025 AFN Plan.

⁵ Whole Community approach as defined by FEMA, refers to preparedness as a shared responsibility and involvement of everyone including, but not limited to Individuals and families, including those with access and functional needs.

⁶ See Appendix A and B for members of the AFN Core Planning Team

Table 1. Engaging the Whole Community

Planning Group	Participants/Stakeholders
Joint IOUs	San Diego Gas & Electric (SDG&E)
	Southern California Edison (SCE)
	Pacific Gas & Electric (PG&E)
AFN Collaborative Council (per the Phase 3 OIR PSPS Decision):	California Foundation for Independent Living Centers (CFILC)
	California Health & Human Services (CHHS)
	California Office of Emergency Services (Cal OES)
	Disability Rights California (DRC)
	Disability Rights Education & Defense Fund (DREDF)
	State Council on Developmental Disabilities (SCDD)
AFN Core Planning Team	California Council of the Blind (CCB)
	California Department of Developmental Services (DDS)
	Deaf Link, Inc.
	California Department of Rehabilitation (DOR)
	Disability Policy Consultant
	Liberty Utilities (CalPeco)
	PacifiCorp
	Bear Valley Electric Service (BVES)
	Redwood Coast Regional Center (RCRC)
	Service Center for Independent Living (SCIL)
	State Council on Developmental Disabilities (SCDD)

A key component is engaging the whole community in planning. As such, the IOUs will continue to solicit feedback from the AFN Collaborative Council, the Joint IOU Statewide AFN Advisory Council, each utility's respective regional PSPS working groups⁷ and other regional and statewide AFN experts such as community-based organizations (CBOs), healthcare partners, representatives of durable medical equipment and local government agencies. These groups serve as a sound board and offer insight, feedback, and input on the IOUs' customer strategy, programs, and priorities. The IOUs seek to conduct regular meetings to actively identify issues, opportunities, and challenges related to the IOUs' ability to mitigate the impacts of wildfire safety strategies, namely

⁷ These working groups convene at least quarterly to share lessons between the impacted communities and the IOUs per D.20-05-051.

PSPS.

The planning process the Joint IOUs presented provides opportunities to collect feedback and implement strategic improvements with details included in specific IOU plans. The Joint IOUs continue to look at expansion of program offerings, refresh the Joint IOU statewide PSPS preparedness website, www.PrepareForPowerDown.com, conduct outreach and education, as well as expand access to eligible populations. Liberty continues to learn from these efforts and best practices set forth by the Joint IOUs.

1.2 Purpose, Scope, Situation Overview, and Assumptions

1.2.1 Purpose/Background - WHY

The Plan focuses on mitigating the impacts of PSPS for individuals with AFN. The IOUs intend to build on this Plan and strive for continuous improvement based on insights from the experts and feedback channels outlined in this plan.

Each IOU's respective 2025 AFN Plan addresses the following:

- Whom the IOUs need to communicate with;
- What resources and services are needed during PSPS;
- How the IOUs communicate with individuals with AFN; and
- How the IOUs make resources and services available to individuals with AFN.

1.2.2 Scope - WHO

The Joint IOUs and the CPUC adopt the definition of AFN as defined by the California Government Code §8593.3: “individuals who have developmental disabilities, physical disabilities, chronic conditions, injuries, limited English proficiencies, who are non-English speakers, older adults, children, people living in institutional settings, or those who are low income, homeless, or transportation disadvantaged, including but not limited to, those who are dependent on public transit and those who are pregnant.”⁸

Acknowledging that the California Government code definition of AFN is broad, the CPUC authorized the IOUs to follow the FEMA 6 Step Process by engaging the Whole Community through the Joint IOU Statewide AFN Advisory Council to create a common definition of “Electricity Dependent.” Therefore, the IOUs use this common definition to help inform new enhancements to programs and resources that are currently available.

- **Electricity Dependent:** Individuals who are at an increased risk of harm to their health, safety, and independence during a PSPS, for reasons including, but not limited to:
 - Medical and non-medical;
 - Behavioral, mental, and emotional health;
 - Mobility and movement; or
 - Communication.

⁸ D.19-05-042.

Examples of Electricity Dependent include, but are not limited to:

- **Medical and non-medical:**
 - Respiratory equipment: oxygen, respirator, inhalation therapy, apnea monitoring, suction, machines, airway clearance, airway clearances, vests, cough assistive devices, hemodialysis;
 - Nutritional equipment: gastric feed tube, specialized diet meal preparation equipment (e.g., feeding pumps, blenders); or
 - Heating/cooling equipment: refrigeration, body temperature regulation.
- **Behavioral, mental, and emotional health:**
 - Powered equipment supporting regulation of emotional behaviors (e.g., sensory lights).
- **Mobility and movement:**
 - Positioning equipment: lift, mobility tracking system, power wheelchairs, in home chair lift, electric beds.
- **Communication:**
 - Augmentative communication devices (e.g., tablets, wearables, eye gaze), alert systems;
 - Powered equipment for hearing or vision support (e.g., alert systems).

1.2.3 Situational Overview

According to FEMA Step 2: Understand the Situation. Understanding the consequences of a potential incident requires gathering information about the potential AFN of residents within the community.

“Understand the Situation” continues with identifying risks and hazards. This assessment helps a planning team decide what hazards or threats merit special attention, what actions must be planned for, and what resources are likely to be needed.

This Plan mitigates the key risk of PSPS identified by the Core Planning Team:

- Individuals with AFN are unable to use power for devices or equipment for health, safety, and independence due to a PSPS.

During the planning process, the AFN Core Planning Team emphasized that the needs of individuals with AFN extend well beyond medical devices alone and that the risks are as diverse as the population. The IOUs recognize that the impacts of PSPS are dynamic and are committed to supporting customers before, during, and after a PSPS.

1.2.3.1 AFN Population and Identification

Liberty has made progress in identifying AFN individuals through collaborative outreach with local CBOs, focusing on program enrollment and promoting self-identification amongst its service territory.

Liberty identifies the following customers as AFN:

- Customers enrolled in the following programs:

- California Alternate Rates for Energy (“CARE”); or
- Medical Baseline (“MBL”)⁹
- Customers who self-identify as:
 - Customers with disabilities;
 - Customers with chronic conditions or injuries;
 - Customers with limited English proficiency; or
 - Transportation disadvantaged customers.
- Older Adults
 - Liberty has improved its customer data process to automatically categorize older adult customers as AFN.

Table 2 below accounts for the number of customers identified as AFN in Liberty’s service area.

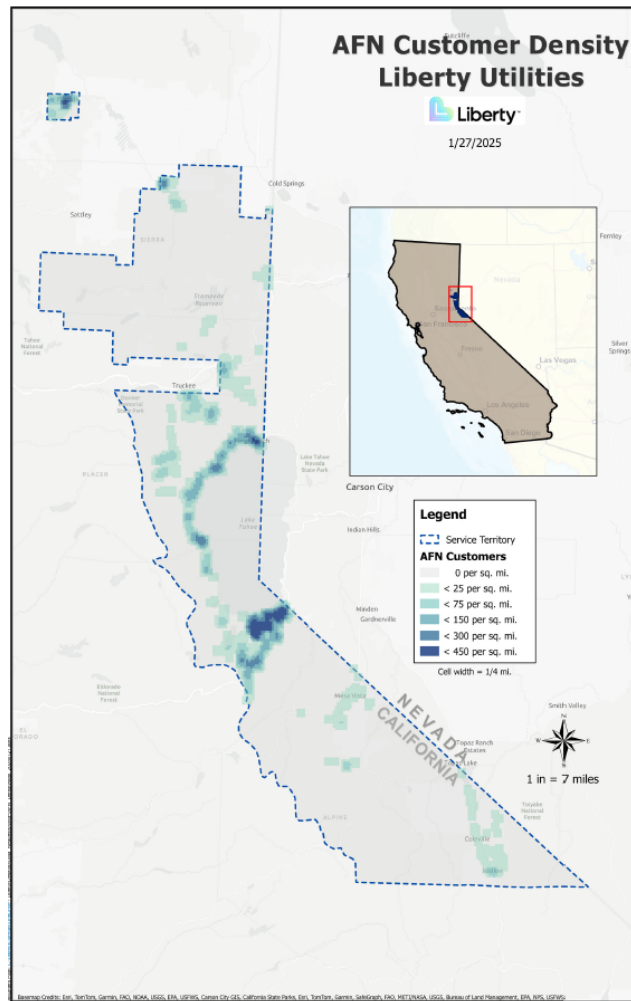
Table 1. Joint IOU Access and Functional Needs Individuals

	MBL Individuals	Individuals Identified as AFN (Beyond MBL)	Percentage of Individuals Identified as AFN based on Total Residential Customer Base
Liberty	Total: 233	Total: 10,041	22.6%

Liberty’s AFN density map, depicted below, acts as a reference to identify areas within its service territory that have larger populations of AFN individuals. Maps like these enable Liberty to strategize geographical resource allocations, such as staffing of customer resource centers (“CRCs”) for customers who may be impacted by a PSPS event.

⁹ Per D.21-06-034, identification efforts include also “persons reliant on electricity to maintain necessary life functions including for durable medical equipment as assistive technology.” *Id.* at pp. A8-A9.

Service Area Map of Customers with AFN



In 2025, the IOUs will continue identifying individuals who are electricity dependent beyond those enrolled in the Medical Baseline Allowance Program through direct outreach to customers in each respective IOUs service area.

1.2.4 Planning Assumptions

- For PSPS, efforts are made to provide notification in advance of a power shutoff.
- Effective support of individuals with AFN requires a whole community (e.g., utilities, CBOs, non-profits organizations, government agencies) approach.
- PSPS may occur concurrently with unrelated emergencies (e.g., active wildfires, earthquake, cyber-attacks, NV Energy PSOM, technological hazard incidents).
- The scope of PSPS can increase or decrease as weather conditions are monitored across Liberty's service territory.
-

1.3 Operational Priorities - WHAT

According to FEMA Step 3: Operational priorities – specifying what the responding organizations are to accomplish to achieve a desired end-state for the operation.

The goal of the AFN Plan is to mitigate the impacts of a PSPS on Liberty’s AFN customers through improved customer outreach, education, assistance programs, and services.

Key objectives for 2025 include:

- Further identify individuals with AFN.
- Execute communication plan that considers survey feedback on successes and areas of opportunity.
- Cultivate new partnerships and expand existing partnerships, where possible, with the whole community.
- Continue to investigate external state, community, and utility resources to minimize duplication.
- Continue to collaborate to support the needs of individuals with AFN before, during, and after PSPS.

1.4 Plan Development

According to FEMA Step 4: Plan Development – Develop and Analyze Courses of Action – This step is a process of generating, comparing, and selecting possible solutions for achieving the goals and objectives identified in Step 3.

The IOUs have worked to deliver consistent services and resource offerings; however, the delivery and eligibility are likely to differ by service area.

Goals identified to meet the key objectives for 2025 include:

Communications/Offerings

- Continue targeted communication of wildfire preparedness and PSPS information to critical customers and AFN groups.
- Continue information sharing regarding available customer programs and resources, directly correlating the benefit of program enrollment in terms of PSPS communication and AFN identification.
- Continue to expand information-sharing efforts with CBOs and local partners, where possible, to reach AFN audiences.
- Consider feedback gathered in Wildfire Mitigation Plan pre-season and post-season surveys and PSPS customer complaints to inform customer and partner communication approach.

Resources

- Continue to explore inclusion of transportation and paratransit agency services throughout service territory in PSPS planning.
- Seek opportunities to increase accessibility and awareness of PSPS preparedness materials, workshops, and assistance program availability.

Metrics

- Continue tracking of customer journey and escalations during PSPS event through call centers and CRC locations.
- Integrate relevant metrics into quarterly updates, *i.e.*, percentage of identified AFN customers, WMP survey results when available, and number of outreach events.

AFN Self-Identification

- Explore opportunities associated with identification of additional individuals who identify as AFN through a focus on program communication, internal awareness, and integration into business processes where possible.
- Continue collaborative efforts to increase AFN self-identification with local partners (*e.g.*, healthcare providers, CBOs, collaborative outreach, etc.).

1.5 Plan Preparation and Review

According to FEMA Step 5: Plan Preparation, Review, and Approval – This step is a process of preparing the document and getting it ready for implementation

Under the regular Joint IOU AFN Plan preparation cadence, the Joint IOUs provide members of the AFN Collaborative Council and AFN Core Planning team with a draft plan template for their review before the annual filing date. A draft 2025 template was not available prior to the planned filing date of January 31, 2025. As a result, each of the IOUs will file their respective 2025 AFN Plans with the CPUC, utilizing the most current information available. These plans will detail the IOUs' programs to support individuals and communities with AFN before, during, and after PSPS.

Liberty continues to utilize the most recent Joint IOU template available and will make necessary adjustments to its quarterly plan updates when a draft 2025 template is provided by the Joint IOUs.

1.6 Plan Implementation

According to FEMA Step 6: Implement and Maintain the Plan – This step is the final step which is an ongoing process of training personnel to perform tasks identified in the plan, exercising, and evaluating plan effectiveness, and revising and maintaining the plan.

Upon filing the AFN plan, Liberty will implement new and maintain existing goals and objectives as specified in the Plan. Additionally, Liberty will continue to provide quarterly updates on progress made.

1.7 Research and Surveys

In 2025, Liberty will continue to conduct and/or participate in listening sessions and working groups with local governments, tribes, and critical facilities; outreach to customers and communities; wildfire and PSPS awareness studies; PSPS table-top exercises; and notification message testing.

See Section 2.1.6 for more information on Liberty’s 2024 survey results. Liberty assesses annual survey results against its KPIs in Section 1.8 below. Survey results consistently reinforce the importance of keeping customers informed of relevant wildfire safety, preparedness, and PSPS information. Liberty’s operational priorities and plan development goals above reflect this.

1.8 Success Measures and Metrics

In 2025, Liberty will use the key performance indicators (“KPIs”) that were developed with the AFN Core Planning Team for the joint IOU AFN Plan. These KPIs measure the impacts of PSPS on individuals with AFN and tracks the awareness of support programs and satisfaction of services offered when a PSPS is enacted. Liberty assesses KPIs success through its customer survey results. Refer to Section 2.1.6 for more detail about the assessment of these metrics.

Key Performance Indicators:

1. The percentage of individuals with AFN who were aware of what support and resources were available to them during a PSPS.
2. The percentage of individuals with AFN who were able to use necessary medical equipment to maintain necessary life functions for the duration of any PSPS that affected them.
3. The percentage of individuals who utilized mitigation services who reported they were satisfied with the level of support.

While Section 1 is a high-level overview of Liberty’s vision according to the Joint IOU template. Further details of Liberty’s AFN Plan can be found in Section 2. Liberty will continue to remain informed of IOU progress throughout the state and looks to improve AFN support where services and partnerships are available.

APPENDIX A – CORE PLANNING TEAM AND COLLABORATIVE COUNCIL INVITEES

Name	Organization	Title	Group
Aaron Carruthers	State Council on Developmental Disabilities (SCDD)	Executive Director	Collaborative Council
Ana Acton	Department of Rehabilitation (DOR)	Deputy Director Independent Living and Community Access Division	AFN Plan Core Planning Team
Andy Imparato	Disability Rights California (DRC)	Executive Director	Collaborative Council
Audrey Williams	California Public Utilities Commission (CPUC)	Project and Program Supervisor – SPD	Collaborative Council
Brett Eisenberg	California Foundation for Independent Living Centers (CFILC)	Executive Director	Collaborative Council
Brian Weisel	State Council on Developmental Disabilities (SCDD)	Legal Counsel	Collaborative Council AFN Plan Core Planning Team
Chris Garbarini	California Department of Development Services (DDS)	Senior Emergency Services Coordinator	AFN Plan Core Planning Team
Eric Schwarzrock	Liberty	President	Collaborative Council
James Cho	California Public Utilities Commission (CPUC)	Program Manager	Collaborative Council
James Collins	California Council of the Blind (CCB)	Community Educator	AFN Plan Core Planning Team
James Dui	California Public Utilities Commission (CPUC)	Safety Policy Division	Collaborative Council
Joe Nitti	Bear Valley Electric Services (BVES)	Supervisor, Customer Care and Operations Support	Collaborative Council
Jordan Davis	Disability Rights California (DRC)	Attorney	Collaborative Council
Junaid Rahman	California Public Utilities Commission (CPUC)	Senior Regulatory Analyst – SPD	Collaborative Council
June Isaacson Kailes	Disability Policy Consultant	Disability Policy Consultant	AFN Plan Core Planning Team
Karen Mercado	Disability Rights California (DRC)	Senior Administrative Assistant – Executive Unit	Collaborative Council
Kate Marrone	Liberty	Key Account Manager	Collaborative Council AFN Plan Core Planning Team
Kay Chiodo	Deaf Link	CEO	AFN Plan Core Planning Team

Larry Grable	Service Center for Independent Living (SCIL)	Executive Director	AFN Plan Core Planning Team
Maria Jaya	California Public Utilities Commission (CPUC)	Public Utilities Regulatory Analyst – SPD	Collaborative Council
Matthew McVee	PacifiCorp	Vice President, Regulatory Policy and Operations	Collaborative Council
Moustafa Abou-taleb	California Public Utilities Commission (CPUC)	Safety Policy Division	Collaborative Council
Nicholas Raft	Liberty	Regulatory Analyst	Collaborative Council
Paul Marconi	Bear Valley Electric Services (BVES)	President, Treasurer, & Secretary, Board Director	Collaborative Council
Pooja Kishore	PacifiCorp	Renewable Compliance Officer	Collaborative Council
Robert Hand	California Foundation for Independent Living Centers	Interim Executive Director	Collaborative Council
Ron Lee	Redwood Coast Regional Center	Emergency Management Coordinator	AFN Plan Core Planning Team
Sean Matlock	Bear Valley Electric Services (BVES)	Energy Resource Manager / Assistant Corporate Secretary	Collaborative Council
Susan Henderson	Disability Rights Education & Defense Fund (DREDF)	Executive Director	Collaborative Council
Tamara Rodriguez	California Department of Development Services (DDS)	Officer, Emergency Preparedness & Response	AFN Plan Core Planning Team
Tawny Re	Bear Valley Electric Services (BVES)	Customer Program Specialist	Collaborative Council
Vance Taylor	California Governor’s Office of Emergency Services (CalOES)	Chief, Office of Access and Functional Needs	Collaborative Council

APPENDIX B – STATEWIDE COUNCIL INVITEES

Name	Organization	Title
Aaron Christian	California Department of Development Services (DDS)	Assistant Deputy Director of Office of Community Operations
Adam Willoughby	California Department of Aging (CDA)	Asst. Director of Legislation and Public Affairs
Alana Hitchcock	California 211	Executive Director
Allyson Bartz	California Department of Social Services (DSS)	Manager, Staff Services
Alyson Feldmeir	California Foundation for Independent Living Centers (CFILC)	Disability Disaster Access and Resource Manager
Amanda Kirchner	County Welfare Directors Association of California (CWDA)	Legislative Director
Ana Acton	Department of Rehabilitation (DOR)	Deputy Director Independent Living and Community Access Division
Annabel Vera	California Department of Social Services (DSS)	Program Analyst
Beatrice Lavrov	California Department of Development Services (DDS)	Staff Service Manager
Brian Weisel	State Council on Developmental Disabilities	Legal Counsel
Carolyn Nava	Disability Action Center (DAC)	Executive Assistant
Chris Garbarini	California Department of Developmental Services (DDS)	Senior Emergency Services Coordinator
Dan Heller	Deaf Link	President
Dan Okenfuss	California Foundation for Independent Living Centers (CFILC)	Public Policy Manager
Dara Mikesell	San Gabriel Pomona Regional Center (SGPRC)	CFO
Eleonore Yotsov	PacifiCorp	Director, Emergency Management, PacifiCorp
Gabby Eshrati	North Los Angeles County Regional Center	Consumer Services Director
Gina Esparza	Eastern Los Angeles Regional Center (ELARC)	Emergency Management Coordinator
Greg Oliva	California Department of Social Services (DSS)	Assistant Deputy Director, Central Operations, Community Care Licensing Division
James Cho	California Public Utilities Commission (CPUC)	Program Manager
James Collins	California Council of the Blind (CCB)	Community Educator
James Dui	California Public Utilities Commission (CPUC)	Safety Policy Division

Jennifer Guenther	Liberty	Senior –Manager, Customer Solutions
Joe Xavier	Department of Rehabilitation (DOR)	Director
Jordan Davis	Disability Rights California (DRC)	Attorney
Nicholas Raft	Liberty	Analyst, Regulatory Affairs
Joseph Grounds	Kern Regional Center (KERNRC)	Emergency Services Officer
Josh Gleason	California Department of Social Services (DSS)	Unknown
JR Antablian	California Department of Social Services (DSS)	Chief, Disaster Services Branch
June Isaacson Kailes	Disability Policy Consultant	Disability Policy Consultant
Karey Morris	Kern Regional Center (KERNRC)	HR Manager
Kate Marrone	Liberty Utilities	Customer Care Manager
Kay Chiodo	Deaf Link	CEO
Kelly Brown	211, Interface Children & Family Services	Community Information Officer
Kendall Skillicorn	California Department of Social Services Disaster Unit (DSS)	Bureau Chief, Department Operations Bureau
Larry Grable	Service Center for Independent Living (SCIL)	Executive Director
Lauren Giardina	Disability Rights California (DRC)	Executive Director Managing Attorney
Leora Filosena	California Department of Social Services Adult Program Division (DSS)	Deputy Director, Adult Programs Division
Malorie Lanthier	North Los Angeles County Regional Center	IT Director
Maria Aliferis-Gierde	Department of Rehabilitation (DOR)	Executive Officer, California Committee on Employment of People with Disabilities
Maria Jaya	California Public Utilities Commission (CPUC)	Public Utilities Regulatory Analyst – SPD
Matthew McVee	PacifiCorp	Vice President, Regulatory Policy
Melissa Kasnitz	The Center for Accessible Technology (C4AT)	Director, Legal
Michael Butier	California Department of Social Services Disaster Unit (DSS)	Functional Assessment Service Team Coordinator
Michael Costa	California Association of Area Agencies on Aging (C4A)	Executive Director
Miguel Larios	San Diego Regional Center (SDRC)	Director, Community Services
Molly Giguere	Disability Rights California (DRC)	Equal Justice Works Disaster Resilience Fellow
Moustafa Abou-taleb	California Public Utilities Commission (CPUC)	Safety Policy Division
Myisha Aban	San Gabriel Pomona Regional Center (SGPRC)	Emergency Management Coordinator
Nguyen Quan	Bear Valley Electric Services (BVES)	Regulatory Affairs
Nicole Pachaeco	California Council of the Blind	Operations Manager

	(CCB)	
Paul Marconi	Bear Valley Electric Services (BVES)	President, Treasurer, & Secretary
Paula Villescaz	County Welfare Directors Association of California (CWDA)	Associate Director of Legislative Advocacy
Pooja Kishore	PacifiCorp	Renewable Compliance Officer
Rapone Anderson	California Department of Development Services (DDS)	Northern Region Manager, Career Executive Assignment (CEA)
Rachel Sweetnam	The Center for Accessible Technology (C4AT)	Legal Fellow
Rick Yrigoyen	California Department of Social Services Adult Program Division (DSS)	Staff Services Manager
Ron Lee	Redwood Coast Regional Center	Emergency Management Coordinator
Rose Samaniego	California Department of Development Services (DDS)	Community Program Specialist III-FHA Supervisor
Samuel Jain	Disability Rights California (DRC)	Senior Attorney
Scott O'Connell	Red Cross	Regional Disaster Officer
Sean Matlock	Bear Valley Electric Services (BVES)	Energy Resource Manager / Assistant Corporate Secretary
Seneca St. James	California Department of Development Services (DDS)	Community Program Specialist III
Serra Rea	California Foundation for Independent Living Centers (CFILC)	DDAR Manager
Sheri Farinha	NorCal Services for Deaf and Hard of Hearing	CEO
Sydney Schellinger	California Department of Aging (CDA)	Senior Emergency Services Coordinator
T. Abraham	Hospital Council	Regional Vice President
Tamara Rodriguez	California Department of Development Services (DDS)	Officer, Emergency Preparedness & Response
Tawny Re	Bear Valley Electric Services (BVES)	Customer Program Specialist
Tiffany Swan	San Diego Regional Center (SDRC)	Community Services Home and Community Based Services Specialist
Yenter Tu	Deaf Link Inc. / No Barrier Communications (NOBACOMM)	National Deaf Liaison – Deaf/Deaf-Blind Community

2. CONCEPT OF OPERATIONS

2024 Public Safety Power Shutoff Events

In response to extreme weather conditions, Liberty enacted PSPS in its service territory on November 11, 20, and 22 of 2024. Prior to these PSPS events, Liberty had experienced potential PSPS events, but conditions had not risen to the level where a PSPS needed to be implemented. During PSPS events, Liberty's goal is first and foremost to protect the community by promoting safety and minimizing the potential risk presented by fire weather conditions. In doing so, Liberty also considers the potential disruption that occurs to its AFN and electricity dependent customers when there is de-energization. As such, Liberty only utilizes PSPS as an option of last resort. To mitigate the potential impact on AFN customers, Liberty works with local public safety partners throughout each of these PSPS events.

Specific details regarding Liberty's 2024 PSPS events are available on Liberty's website.¹⁰

2.1 Preparedness/Readiness (Before Power Shutoff)

2.1.1 AFN Identification Outreach

In 2025, Liberty plans to execute AFN identification outreach via a variety of channels, including CBO outreach and targeted customer outreach to encourage AFN self-identification, customer program enrollment, and increased awareness of AFN resource availability. More information on customer preparedness outreach can be found in Section 2.1.6.

2.1.2 AFN Support Resources

211 Care Coordination and Referral Service

In 2021, Liberty launched a webpage dedicated to 211 customer resource information. Liberty does not currently participate in 211 Care Coordination contracts; however, 211 partnership continues to be an area of further exploration in 2025 where available. Currently, El Dorado and Sierra counties do not have active 211 services in place, and there are varying degrees of support in other counties served by Liberty.

In 2023, Liberty established new relationships with Connecting Point in Nevada and Placer Counties, resulting in ongoing 211 inclusion in tabletop exercises. Liberty continues to seek CBO and agency connections throughout the service territory, including areas where 211 is not yet active.

Resource Planning and Partnerships

In 2024, Liberty continued to maintain its partnerships with local agencies and CBOs and intends to continue to expand these partnerships in 2025. For example, Liberty has continued its effort to collaborate with senior nutrition providers throughout its service territory by providing them with emergency shelf-stable meal boxes including food items, customer assistance program information, AFN self-identification information, and PSPS preparedness deliverables. The next round of shelf-stable food

¹⁰ For details regarding Liberty's 2024 PSPS events, visit [Liberty's Wildfire Mitigation Website](#)

items has been procured and packaged and is scheduled to be delivered in Q1 of 2025.

Additionally, Liberty continues to seek collaborative opportunities to provide resource support for AFN communities beyond elderly populations. Relationships with schools and local governments are potential avenues for additional targeted awareness efforts.

Liberty is also participating in monthly coordination meetings with the other California Small Multi-Jurisdictional Utilities (“SMJUs”) to discuss best practices and learning opportunities related to serving AFN communities.

2.1.3 Back-Up Power

Medical Baseline Backup Battery Program in Development

In 2022, Liberty filed an application with the CPUC for its proposed Customer Resiliency Program (“CRP”). The proposed CRP included a behind-the-meter (“BTM”) battery storage program that was intended to be 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.

Now, to support resiliency for its customers that depend on power for life-sustaining medical devices, Liberty is working to establish a program to offer eligible Medical Baseline customers a free portable backup battery in 2025.

2.1.4 Customer Assistance Programs

Medical Baseline (“MBL”) Allowance Program

Liberty’s MBL Program provides an increase in the baseline allowance to qualified residential customers. Liberty performs program outreach through bill inserts, radio, social media, digital advertisements, community events, targeted outreach, and collaboration with CBOs, agencies, and the Washoe Tribal community. In 2024, Liberty added the option to apply for the MBL Allowance Program online.

Energy Saving Assistance (“ESA”) Program

Liberty offers the ESA Program to eligible income-qualified customers. This program provides energy-efficient home improvements and energy education. Liberty performs program outreach through bill inserts, radio, social media, digital advertisements, community events, targeted outreach, and collaboration with CBOs, agencies, and the Washoe Tribal community.

California Alternate Rates for Energy (“CARE”)

Liberty offers a 20 percent CARE discount to qualified low-income primary residential customers who receive energy directly from Liberty or through a sub-meter, such as in a mobile home park or an apartment complex. Liberty performs program outreach through bill inserts, radio, social media, digital advertisements, community events, targeted outreach, and collaboration with CBOs through the CARE

Community Organization Outreach Program, agencies, and the Washoe Tribal community.

PSPS Offering Additions

Liberty stocks grocery gift cards to offer support to CARE or MBL customers in the event of an active PSPS through CRC locations and is also prepared to support alternative lodging for critical MBL customers as needs are communicated by community partners or MBL customers.

2.1.5 Emergency Operations Centers

Emergency Operations Centers are in both the South Lake Tahoe and North Lake Tahoe offices. Liberty has the ability to manage these events partially or fully via virtual Incident Command with paperless Incident Command System (“ICS”) forms, job descriptions, event documentation, and electronic meeting venues. Staff members are trained to perform their roles in both formats.

Preparation Exercises

In preparation for wildfire season, Liberty will conduct a Public Safety Partner Workshop on April 3, 2025, a tabletop PSPS exercise on May 15, 2025, and a full-scale PSPS exercise on June 19, 2025. 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.

Training

Liberty employees receive annual Emergency Management Plan training. The instruction includes specific training on the roles and responsibilities of each functional area in support of the ICS. Emergency response exercises are executed annually, so employees practice using the plan, as well as test the plan for effectiveness. Liberty also participates in regional exercises to train employees and exercise the Emergency Management Plan and will participate in emergency exercises and training with state and regional OES and county emergency offices.

Additional PSPS CRC Staff training was developed in 2022 for CRC representative and CRC lead positions. This training program provides a thorough overview of PSPS criteria, activation, and execution expectations for involved roles. Disability sensitivity content was integrated into the training program to support AFN individuals during a PSPS event. This training was last administered in December 2024. In November 2024, Liberty experienced three PSPS events that required on-the-job training of additional CRC leads. CRC-related lessons learned from these events will be included in future training. Liberty’s third-party contractor, Fire Dawg, also provided significant support during two of these PSPS events by preparing and staffing CRC locations ahead of de-energization.

2.1.6 PSPS Preparedness Outreach and Community Engagement

CBO Outreach

Liberty seeks opportunities to provide PSPS preparedness information through established CBOs

throughout the year. Liberty sent PSPS preparedness information, materials, and web resource information to CBO contacts via email on June 19, 2024, and October 16, 2024. This effort was also used as an opportunity to update contact information for CBOs for notification during PSPS events.

Refer to the following attachment for an example of the PSPS and self-identification information provided to CBOs as part of this effort:

“Attachment_01-Liberty-CBO_Outreach”

Liberty also continues to grow and expand CBO networks throughout its service territory where possible by providing materials and resource information for CBOs to share with the communities they serve. A targeted webinar presentation focused on PSPS awareness and information was provided again in 2024 to CBOs and local agencies. Invitations were sent to contacts throughout the service territory.

Liberty has held and participated in multiple outreach events to access AFN communities with Spanish-speaking support on-site through collaboration with local CBOs and partners. Liberty will maintain CBO relationships throughout 2025 by continuing to share outreach opportunities for dissemination to clients and pursuing collaborative opportunities to reach AFN audiences. Liberty shares available resources and materials with organizations through in-person and virtual meetings

Liberty also participates in community collaborative groups in both South and North Lake Tahoe with the goal of being an involved partner in community conversations, establish new connections, and provide applicable information on available assistance programs and PSPS preparedness information to local networks.

Liberty’s Key Account Manager, working primarily with AFN matters, continues to serve as a member of the Community Action Council of El Dorado County. This council is comprised of a tripartite board and includes three categories: public official sector, low-income sector, and community sector. The Council provides advice and recommendations to the Board of Supervisors, aids in educating the community on human services and available resources in El Dorado County and participates in developing collaborative solutions to meet ongoing community needs, while working together to meet the basic needs and to improve the quality of life for residents of El Dorado County.

AFN Customer Outreach

Liberty executes customer outreach to share information about customer programs (CARE, ESA, MBL) and PSPS awareness through a variety of methods, including community events, website resources, social media, bill inserts, targeted outreach, radio ads (multicultural media), digital ads, print ads, and through call center staff. AFN identification and available resource communication will continue to be a focus in 2025. Utilizing CBO networks and targeted customer program outreach, including community events and direct mailings, remains a core method of AFN identification and increased customer awareness of available resources. Liberty continued outreach efforts in 2024, completing 18 collaborative outreach events.

2024 outreach events included:

- South Lake Tahoe Library Event, February 15, 2024
- Meeting with Washoe Tribe, March 19, 2024

- Lake Valley Properties Event, April 1, 2024
- Palisades Earth Day, Truckee, April 20, 2024
- Lake Tahoe Community College Earth Day Event, South Lake Tahoe, April 27, 2024
- Loyalton Timberfest, Loyalton, May 4, 2024
- Markleeville Farmer's Market, Markleeville, May 11, 2024
- FireFest, South Lake Tahoe, May 18, 2024
- South Lake Tahoe Summer Library Event, June 21, 2024
- Tahoe Youth and Family 50th Anniversary Celebration, South Lake Tahoe, June 30, 2024
- Sierra Community House Food Distribution Event, Kings Beach, August 7, 2024
- 2024 Lake Tahoe Summit, Zephyr Cove, NV, August 14, 2024
- Sierra Community House Food Distribution Event, Truckee, August 20, 2024
- Fire Fest, South Lake Tahoe, September 28, 2024
- Multi-Cultural Event, South Lake Tahoe, September 14, 2024
- Barton Health Fair, South Lake Tahoe, October 17, 2024
- Community Hub Fall Fest Event, South Lake Tahoe, October 31, 2024
- Verdi Community Outreach Program Enrollment Event, Verdi, December 4, 2024

Wildfire Messaging Customer Awareness Surveys

In 2024, Liberty again utilized MDC Research to conduct wildfire messaging awareness surveys that gauge customer awareness of information related to wildfire preparedness and safety. Survey questions were designed to measure awareness of Liberty messages related to wildfire preparedness, PSPS, notifications, customer information recall, and more.

Liberty's most recent survey round, took place between December 5 and December 22, 2024, included 460 completed phone and web surveys. Compared to Liberty's June 2024 survey round, the December survey results showed increases in awareness of wildfire safety communications and recall of the phrase "Public Safety Power Shutoff" or "PSPS." This is a significant improvement in communication awareness compared to the steady decline between June 2023 and June 2024.

- 62% of respondents from the December 2024 survey were aware of wildfire survey communications, up significantly since June 2024 (47%).
- 73% of respondents from the December 2024 survey recalled the acronym "PSPS," a significant increase from 45% in June 2024.
- Among those recalling the acronym "PSPS", 99% are aware of its possible implementation to prevent wildfire, significantly higher than June 2024 (94%).
 - 72% understood that PSPS is a mitigation of last resort, and that the likelihood of implementation can be reduced when Liberty takes steps to harden its infrastructure (83%).

MDC points out that these results indicate success in Liberty's recent outreach efforts. Additionally, in November 2024, Liberty experienced three PSPS events and one NV Energy PSOM event in its service territory. Prior to November 2024, Liberty had not experienced a PSPS event in the history of its program. As MDC points out in its evaluation, 42% of customers surveyed in December experienced a PSPS in 2024, which likely had an influence on increased awareness.

As the first survey in Liberty's program history to follow implemented PSPS events, the December 2024 survey round also provided the first opportunity to assess metrics tied to Liberty's KPIs discussed in Section 1.8:

1. 42% of surveyed respondents with AFN were aware of what support and resources were available to them during a PSPS.
2. 21% of respondents said they were able to use necessary medical equipment during a PSPS that affected them and 34% stated that they were unable to do so. 45% of survey respondents that identified as electricity dependent said they had no need to utilize medical equipment during the PSPS that affected them.
3. MDC's methodology surveys Liberty's customers at random. Of the 460 surveys completed in December, 42% stated that they experienced a PSPS. Only 5 surveyed respondents of that 42% attended a CRC location during PSPS. 4 of these respondents reported that the CRC met their needs.

For additional survey findings, MDC's recommendations, and other detailed metrics from Liberty's 2024 survey results, refer to the following attachments:

“Attachment 02-Liberty-Survey_Results_June2024”

“Attachment 03-Liberty-Survey_Results_December2024”

Tribal Engagement

Liberty maintains a working relationship with the Washoe tribe, the only tribal community in its service territory. As mentioned above, Liberty experienced 3 PSPS events in November 2024. The Washoe Tribe provides support to customers with AFN and was included as an essential Public Safety partner throughout each of these events. Liberty maintained communication with the Washoe tribe's Emergency Manager and the Hung-A-Lel-Ti Community Chairman at each stage of PSPS. Liberty has a Memorandum of Understanding with the Washoe tribe and has established a CRC location in Markleeville, CA within close proximity to the local AFN community. This CRC location was activated from 8:00 AM to 10:00 PM during all three PSPS events.

Liberty acknowledges the unique needs of tribal residents and will continue to develop a supportive relationship in 2025, including continued collaboration with the Washoe Tribe regarding ongoing grant opportunities. Liberty held meetings with the Washoe Tribe's emergency manager throughout 2024, including discussion related to the importance of electricity dependent customer awareness of the MBL Program and benefits of enrollment. Liberty also provided applications for dissemination after discovering a small number of identified medical customers in the community, which conflicted with previous conversations in terms of community needs.

Marketing and Communications

Liberty has developed the following communications outreach plan to notify AFN customers of pertinent PSPS status updates, including ongoing proactive education.

Liberty will continue to engage AFN customers throughout 2025 to educate them about the PSPS of notification process and how they can prepare for prolonged de-energization through the following channels:

- Community meetings: Liberty will continue to share information through community meetings to educate customers about the PSPS notification process and preparing for PSPS events. When applicable, Liberty will co-host meetings with public safety partners and AFN advocacy groups.
- Toolkits: Liberty will distribute PSPS educational pamphlets, flyers, and checklists in accessible formats. Toolkit information is available in English, Spanish, French, German, Chinese, Vietnamese, and Tagalog.
- Website: Liberty will publish and maintain PSPS web copy outlining Liberty's notification process and detailing ways for customers to prepare for PSPS events, including information specific to AFN populations.
- Social media: Liberty will post content to Facebook and X informing customers of Liberty's PSPS notification process.
- Customer email: Liberty will distribute an email informing customers of Liberty's PSPS notification process.
- Bill insert/mail: Liberty will distribute a bill insert/mailer informing customers of Liberty's PSPS notification process.

Throughout 2024, Liberty shared AFN self-identification information through bill inserts, emails, direct mail, and shared paper versions of the AFN self-identification web forms for increased accessibility. A link to the online forms is included in shelf-stable meal emergency preparedness boxes to target elderly customers receiving senior nutrition assistance. AFN identified households received targeted communication via direct mail in 2024 focused on PSPS awareness and preparedness information.

Translations

Liberty call centers provide customers access to bilingual (Spanish and English) customer service representatives. Call center representatives also have access to additional translation services, supporting customer communication. Additionally, Liberty offers Spanish language translation on its website and Spanish language PSPS preparedness videos.

2.1.7 Community Resource Centers

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. This group meets regularly to further develop plans, determine priorities, and execute required actions for CRC preparedness. After a PSPS event where one or more CRCs are activated, Liberty performs a post-event hotwash to gather CRC lessons learned.

Liberty contracts a third party, Fire Dawg, Inc., for support services including CRC staffing and setup. Liberty provides snacks, water, device charging ability, Wi-Fi, ADA-accessible restrooms, resource information, third-party customer service staff (including bilingual representation when possible), and blankets at CRC locations. CRC locations present a unique opportunity for program enrollment, PSPS preparedness information sharing, and AFN identification. Liberty plans to provide information on CARE, ESA, and MBL programs at each CRC. PSPS toolkit information will be shared in English and Spanish at CRC locations.

Unique community needs have been considered in CRC planning, including a water truck for agricultural areas. Refrigeration needs for medication are also considered in CRC planning based on feedback gathered from local CBOs. Ice delivery has also been included in the planning process, and both services were successfully executed during Liberty's potential PSPS event in September 2021. Liberty will continue to build relationships and solicit feedback and suggestions regarding community PSPS support from local organizations and customers.

2.2 PSPS Activation (During –Emergency Operation Center activated)

MBL Customer Communication

To identify and reach MBL customers in a PSPS event, Liberty identifies accounts marked as MBL within the potentially impacted area and executes its notification sequence according to protocol. The MBL notification sequence is as follows:

1. Onsolve notification (providing text, email, and voice push notifications, with receipt verification capability).
2. If no positive contact, phone call to customer from customer service representative.
3. If still no positive contact, physical site visit to the residence.
4. If still no positive contact, door hanger notification left at the residence.

PSPS Notifications

Liberty will continue to notify AFN customers before, during, and after a PSPS through the following channels (posted and updated as needed):

- Onsolve alerts: Liberty will distribute an alert through the Onsolve system notifying customers of the status of the PSPS. The Onsolve system consists of a three-part alert: first a text is sent, then an email, and lastly a call.
- CBOs: Liberty will notify CBOs that serve AFN populations of the status of the PSPS and request that they distribute the alert to their contact list. CBOs may include:
 - Homeless shelters
 - Food banks
 - Special needs programs
- Critical facilities and infrastructure: Liberty will notify critical facilities and infrastructure

of the status of the PSPS and request that they distribute the alert to their own AFN contact lists. Critical facilities and infrastructure include:

- Police stations
 - Fire stations
 - Emergency operations centers
 - Schools
 - Jails and prisons
 - Public health departments
 - Medical facilities, including hospitals, skilled nursing facilities, nursing homes, blood banks, health care facilities, dialysis centers, and hospice facilities
 - Facilities associated with automobile, rail, and aviation transportation for civilian and military purposes
 - Telecommunication companies
- Website: Liberty will publish an alert to its customer-facing website notifying customers of the status of the PSPS. Microsites are made available in both English and Spanish during a PSPS event.
- Social media: Liberty will post content to Facebook and X notifying customers of the status of the PSPS.
- Customer email: Liberty will distribute an email to AFN customers notifying them of the status of the PSPS. An enhancement added in 2021 includes Spanish language messaging within PSPS customer emails.
- News release and public service announcements: Liberty will distribute a news release and/or a public service announcement to local media outlets alerting customers of the status of the PSPS. In 2021, Liberty added multicultural media outlets to lists of media contacts utilized for PSPS notification.
- Customer service representatives (CSR): Liberty will provide CSRs with information and resources for AFN customers during a PSPS.
- Content intended for customers will be translated and disseminated in English and Spanish when possible.

2.3 Recovery (After - Power has been restored)

Customer Support/Notification

Liberty will continue to expand partnerships with local organizations where possible to remain aware of customer needs before, during, and after PSPS events. Liberty will notify AFN customers after a PSPS through the same channels utilized during a PSPS event described in Section 2.2. These channels include Onsolve alerts, communications to CBOs and critical facilities, updates to the Liberty website, posts on social media, customer emails, and news releases. Content intended for customers will be translated and disseminated in English and Spanish when possible.

After-Action Reviews and Reports

After-action reviews (“AARs”) with company leadership and the Incident Management Team are conducted after an exercise and/or event. Exercise and event AARs are documented in Homeland Security Exercise and Evaluation Program (“HSEEP”) format. AARs include an improvement plan that assigns actions and tracks items needing improvement. Following implemented PSPS events, Liberty will conduct CRC-specific hotwashes, as applicable, to gather lessons learned.

Customer Surveys

Liberty will continue its pre-season and post-season wildfire outreach survey efforts in 2025 to gather information about wildfire awareness and inform communications plans. Liberty intends to use the results of its next survey round in 2025 to capture additional customer feedback regarding its 2024 PSPS events.

CONCLUSION

In 2025, Liberty will continue to seek opportunities to enhance outreach effectiveness and expand CBO networks across the service territory, such as informing partners of program changes, sharing accessibility improvements as applicable, and acting as a participative member of community outreach events. Liberty will continue to prioritize identifying and engaging with AFN populations in its service area and will continue working with local governments, public safety organizations, tribal communities, representatives of AFN communities, and CBOs to help communicate with support AFN customers in compliance with guidelines in R.18-12-005.

Respectfully submitted,

/s/ Jordan Parrillo

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Dated: January 31, 2025
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Attachment 1
Liberty's Community Based Organization Outreach



Liberty™

Access and Functional Needs Customers

What is AFN?

The CPUC defines the Access and Functional Needs (AFN) population as individuals who have developmental or intellectual disabilities, physical disabilities, chronic conditions, injuries, limited English proficiency or who are non-English speaking, a household with older adults and/or children, people living in institutionalized settings, or those who are low income, homeless, or transportation disadvantaged, including, but not limited to, those who are dependent on public transit or those who are pregnant.

Benefits of Self-Identification

Liberty is working to identify the unique needs of the communities we serve. When you self-identify as an AFN customer, Liberty will attempt to provide more information about Public Safety Power Shutoffs, low income programs, and other resources using the contact information on file or submitted through this form.

Privacy Statement

Algonquin Power & Utilities Corp. and its affiliates and subsidiaries, which include those entities forming part of the Liberty Utilities Group and the Liberty Power Group (collectively referred to as "Algonquin," "we," "us," or "our") are concerned with your privacy and want you to be familiar with how we collect, use and disclose personal information. This Privacy Policy describes Algonquin's practices with respect to personal information collected through our websites (collectively referred to as "websites") as well as offline, such as when you ("user," "you" or "your") apply for or use our services, or otherwise interact with us. This Privacy Policy does not apply to personal information relating to our employees.

By accessing or using our websites or services or providing us with personal information, you agree and consent to the provisions of this Privacy Policy. Learn more about our Privacy Policy at libertyenergyandwater.com.

Submit Your Self-Identification Form

Customers are encouraged to submit a self-identification form online at <https://libertyutilities.com/afn/english/> or by scanning the QR code below with their phones.

Customers may also mail this paper form to:

Attn: Cindy Ramos
Liberty
933 Eloise Ave.
South Lake Tahoe, CA 96150

Scan this QR code to fill
out the form online!



libertyenergyandwater.com



1-800-782-2506

Liberty Self-Identification Form: Access and Functional Needs

1. Customer First Name _____

2. Customer Last Name _____

3. Account Number

Enter full Liberty 16 digit account number in the following format: 885xxxxx-88xxxxxx

4. Phone Number _____

5. Email Address _____

6. Service Address – Street

Enter information reflecting service location associated with your Liberty account

7. Service Address – City

Enter information reflecting service location associated with your Liberty account

8. Service Address – Zip Code

Enter information reflecting service location associated with your Liberty account

9. I agree to willingly self-identify as an AFN customer.*

* When you self-identify as an AFN customer, Liberty will attempt to provide more information about Public Safety Power Shutoffs, low income programs, and other resources using the contact information on file or submitted through this form.

☐ I agree

10. AFN Category

Please select the AFN category below you wish to self-identify with below. Medical Baseline Allowance and CARE program enrollment will automatically identify Liberty customers as AFN status. Please see program applications if you are interested in applying for these financial assistance programs.

☐ Physical or developmental or intellectual disabilities

☐ Households with older adults

☐ Chronic conditions or injuries

☐ Homeless and/or transportation disadvantaged

☐ Limited English proficiency

☐ Other _____



@LibertyUtilitiesLT



@LibertyUtil_CA



Liberty™

Clientes de acceso y necesidades funcionales



¿Qué es AFN?

La CPUC define la población con necesidades funcionales y de acceso (AFN, por sus siglas en inglés) como personas que tienen discapacidades del desarrollo o intelectuales, discapacidades físicas, afecciones crónicas, lesiones, dominio limitado del inglés o que no hablan inglés, un hogar con adultos mayores y/o niños, personas que viven en entornos institucionalizados, o aquellos que tienen bajos ingresos, personas sin hogar o personas con desventajas de transporte, incluidos, entre otros, aquellos que dependen del transporte público o aquellos que están embarazadas.

Beneficios de la autoidentificación

Liberty está trabajando para identificar las necesidades únicas de las comunidades a las que servimos. Cuando se identifique a sí mismo como cliente de AFN, Liberty intentará proporcionar más información sobre los cortes de energía por motivos de seguridad pública, los programas para personas de bajos ingresos y otros recursos utilizando la información de contacto archivada o enviada a través de este formulario.

Declaración de privacidad

Algonquin Power & Utilities Corp. y sus afiliadas y subsidiarias, que incluyen aquellas entidades que forman parte de Liberty Utilities Group y Liberty Power Group (denominados colectivamente como "Algonquin", "nosotros" o "nuestro") están preocupados por su privacidad y quieren que esté familiarizado con la forma en que recopilamos, usamos y divulgamos información personal. Esta Política de privacidad describe las prácticas de Algonquin con respecto a la información personal recopilada a través de nuestros sitios web (denominados colectivamente como "sitios web") y fuera de línea, como cuando usted ("usuario", "usted" o "su") solicita o utiliza nuestros servicios, o interactuar con nosotros. Esta Política de privacidad no se aplica a la información personal relacionada con nuestros empleados.

Al acceder o utilizar nuestros sitios web o servicios o proporcionarnos información personal, usted acepta y da su consentimiento a las disposiciones de esta Política de privacidad. Obtenga más información sobre nuestra Política de privacidad en libertyenergyandwater.com.

Envíe su formulario de autoidentificación

Se alienta a los clientes a enviar un formulario de autoidentificación en línea en <https://libertyutilities.com/afn/spanish/> o escaneando el código QR a continuación con sus teléfonos.

Los clientes también pueden enviar este formulario en papel a:

Attn: Cindy Ramos
Liberty
933 Eloise Ave.
South Lake Tahoe, CA 96150

¡Escanee este código QR
para completar el
formulario en línea!



libertyenergyandwater.com



1-800-782-2506

Formulario de autoidentificación de Liberty: Acceso y Necesidades Funcionales

1. Nombre del cliente _____

2. Apellido del cliente _____

3. Número de cuenta

Ingrese el número de cuenta completo de 16 dígitos de Liberty en el siguiente formato: 885xxxxx-88xxxxxx

4. Número de teléfono _____

5. Dirección de correo electrónico _____

6. Dirección del servicio – Calle

Ingrese información que refleje la ubicación del servicio asociada con su cuenta de Liberty

7. Dirección de servicio – Ciudad

Ingrese información que refleje la ubicación del servicio asociada con su cuenta de Liberty

8. Dirección de servicio – Código postal

Ingrese información que refleje la ubicación del servicio asociada con su cuenta de Liberty

9. Acepto identificarme voluntariamente como cliente de AFN.*

* Cuando se identifique a sí mismo como cliente de AFN, Liberty intentará proporcionar más información sobre los cortes de energía por motivos de seguridad pública, los programas para personas de bajos ingresos y otros recursos utilizando la información de contacto archivada o enviada a través de este formulario.

☐ Estoy de acuerdo

10. Categoría AFN

Seleccione la categoría AFN a continuación con la que desea identificarse. La inscripción en el programa Medical Baseline Allowance y CARE identificará automáticamente a los clientes de Liberty como estado AFN. Consulte las solicitudes del programa si está interesado en solicitar estos programas de asistencia financiera.

☐ Discapacidades físicas o del desarrollo o intelectuales

☐ Hogares con adultos mayores

☐ Condiciones crónicas o lesiones

☐ Personas sin hogar y/o en desventaja de transporte

☐ Dominio limitado del inglés

☐ Otro _____



Attachment 2
Liberty's Survey Results, June 2024



Wildfire Messaging Awareness

Prepared by

MDC Research

Jakob Lahmers - Jakob.Lahmers@mdcresearch.com





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 220 surveys, including 6 from critical customers, were completed between June 11 and July 7
 - 📞 Phone: 80 completed surveys from 14,532 records
 - 💻 Web: 140 completed surveys from 27,266 records



Key Findings

Communications

- **47% are aware of wildfire safety communications**, consistent with November 2023 (53%).
- **Liberty** remains the primary source for wildfire preparedness information, though it saw a significant decrease from November 2023 (26% vs 48%). **Vegetation management** and **personal preparedness** are the most common messages recalled.
- **Email** remains the most cited channel for wildfire preparedness communication, down significantly from November 2023 (38% vs 54%); bill inserts, TV news, and social media make up the next most common tier.
- **Local organizations, non-Liberty websites, the Liberty website, and email are considered the clearest; email, social media, and bill inserts are seen as the most useful resources** for information about wildfire preparedness.
- **45%** recall seeing, hearing or reading the phrase **"Public Safety Power Shutoff or PSPS,"** down significantly from last wave (61%). **TV News (28%) and email (26%)** remain the most common sources of PSPS communication.
- Among those recalling the phrase "PSPS" from the past year, **94% are aware of its possible implementation to prevent wildfire** and roughly three quarters **understand PSPS is a last resort (73%),** and the likelihood of **implementation becomes reduced when Liberty takes steps to harden its infrastructure (77%)**
- **37%** say they would first turn to the **Liberty website** for information about a PSPS event.
- 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

- **60% have taken some form of action to prevent wildfires or to prepare their home or business** for the event of a PSPS. Having a **generator** and **trimming vegetation around properties** are the most common actions taken, followed by creating defensible space.
- **47% 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 November 2023.
- **51%** are aware they can **update their contact information with Liberty**, and 69% of those have done so, in line with November 2023 findings.

AFN and Critical Customers

- **80% 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**; 22% have not investigated any of the resources and 30% report no need.
- Only 4% of AFN customers have heard of AFN Self-Identification.
- Among those reporting that they rely on electricity for medical needs, 26% are aware of additional notices from Liberty, 18% are currently enrolled in the Medical Baseline Allowance program
- 99% of respondents indicated it would not be helpful to receive communications in a language other than English.

Other Topics

- Though not covered by the survey, CBO interviews indicate frustration in the community over extended winter outages, poor communication about restoration times, and increasing costs.
- A messaging campaign to acknowledge and address issues may be warranted.



Recommendations

During the 2024 fire season, consider additional outreach efforts to educate the public on wildfire safety and knowledge of PSPS.

- Communication awareness has steadily declined from 74% in November 2021 to 47% in June 2024.
- Awareness levels in June 2024 are the lowest levels seen thus far.
- Recall of PSPS has continued to decrease from June 2021 (74%) to June 2024 (45%).
- Among those hearing or seeing communication about wildfire preparedness over the past year, just 26% mention Liberty as the source of this information, the lowest number seen over the past six waves. Several messages saw significant decreases when compared with November 2023, including messages around PSPS, local emergency services – resources, medical needs, and notifications & updating customer information.

Pursue opportunities to educate the public of actions taken by Liberty to mitigate the risk of wildfires and PSPS.

- Although 94% of people who encountered the term PSPS over the past year are aware of a possible PSPS by Liberty, less than half are aware of any one of Liberty's efforts.

Leverage TV news, emails, social media, and bill inserts to drive customers to the Liberty website.

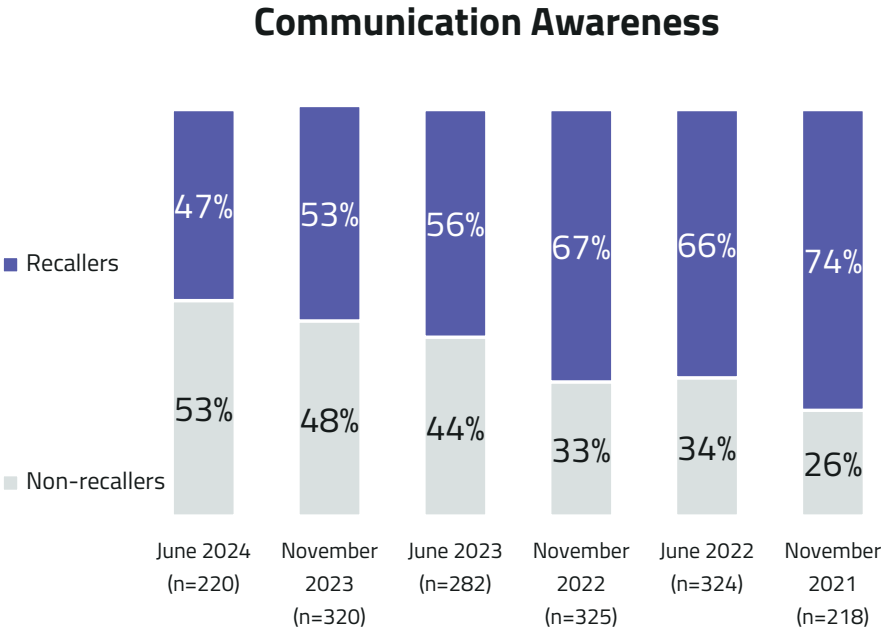
- More people indicate they would turn to the Liberty website than any other source for information about PSPS.
- Where people are actually learning about PSPS continues to be from TV news, email, social media, and bill inserts, though all of these sources have seen marginal declines when compared with previous waves.
- Local organizations or community centers, non-Liberty websites, the Liberty website, email, bill inserts, and social media are all seen as clear and useful, with email, social media, and newspapers seen as most useful.
- Notifications via text is considered the most effective method of communication from Liberty (48%), followed by email (27%), although caution should be used if text is primarily reserved for emergency communications.

Consider communications around purchasing or preparing backup generators in the event of PSPS, and associated safety measures, as purchasing/preparing generators is the most common preparation for a PSPS. There may be opportunity to raise general awareness and address the top challenges expressed when facing an extended power outage, like food replacement, heating/cooling, communication, and having electricity for medical needs.





Wildfire Safety Communications Awareness

- Just under half (47%) have seen or heard communications about wildfire safety in the past year, consistent with November 2023 (53%)



Q2 Have you seen or heard any communications about wildfire safety in the past year? (n=220; Total)

	Recallers (n=104)	Non-Recallers (n=116)
Gender	Male – 53% Female – 37%	Male – 46% Female – 44%
Age	18-54 – 21% 55-64 – 21% 65+ – 48%	18-54 – 32% 55-64 – 20% 65+ – 39%
Median Income	\$116K	\$98K
Home Ownership	Rent – 11% Own – 82%	Rent – 12% Own – 79%
Primary Language is not English	14%	16%
Responded they Rely on Electricity for Medical Needs	16%	15%

  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

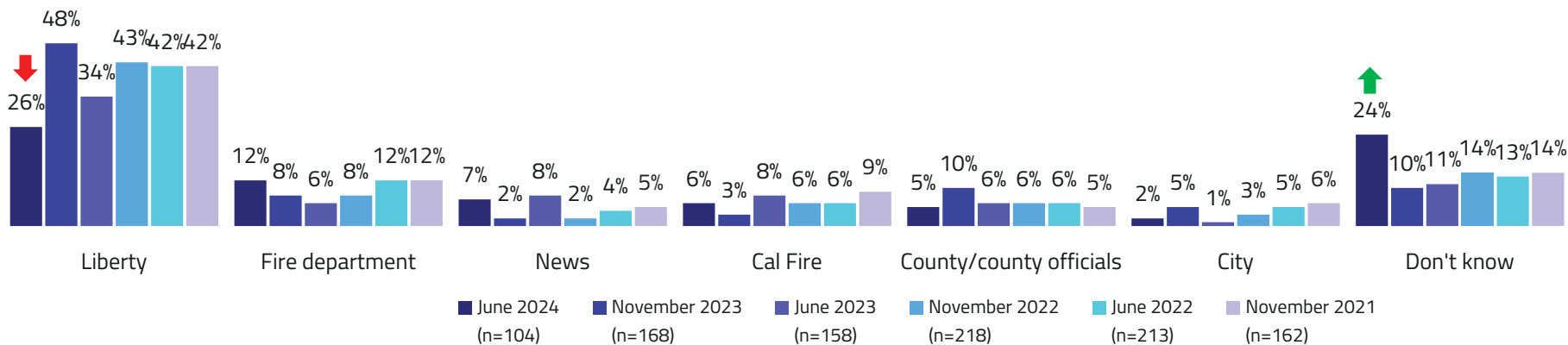
(among those aware of communications)



Sources of Wildfire Preparedness Communications

- Of those aware of communications, just over one in four (26%) mention Liberty as the source of wildfire preparedness communication, down significantly from the previous wave
- Just under one in four (24%) are not aware of the source of communication, up significantly from November 2023 (10%)

Wildfire Preparedness Communications Sources
(among those who recall communication)



Q5 Who was the communication about wildfire preparedness from? (n=104; Aware of Communication)

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

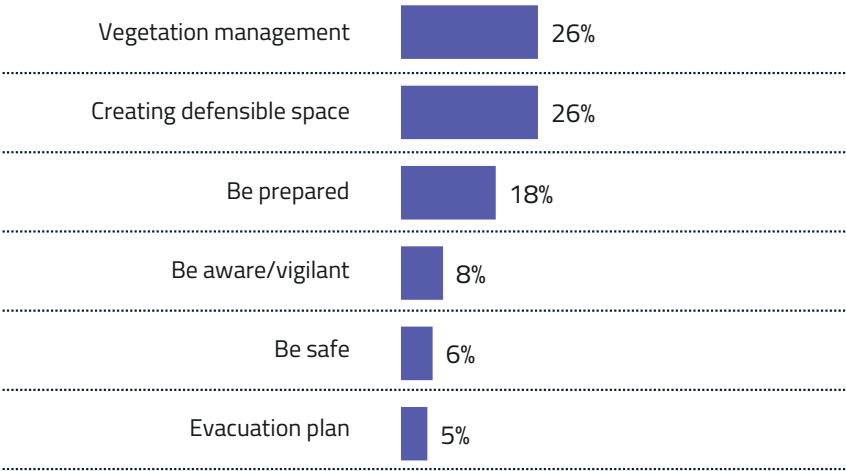


Unaided Message Recall



- Of those who recall communications, just over one in four cited vegetation management (26%) and creating a defensible space (26%) as the main takeaways from communications about wildfire safety over the past year

Communications Main Takeaway

(among those who recall communication)



QB1 What was your main takeaway from the communications? (n=104; 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, just under three in five recall messages about vegetation management (57%), followed by personal preparedness (43%)
- Compared to the previous wave, mentions of PSPS, local emergency services – resources, medical needs, and notifications & updating customer information have decreased significantly

Communications Messages Recalled (among those who recall communication)

		Nov 2023 (n=168)	June 2023 (n=158)	Nov 2022 (n=218)	June 2022 (n=213)	Nov 2021 (n=162)
Vegetation Management	57%	58%	56%	59%	56%	52%
Personal Preparedness	43%	55%	61%	56%	55%	56%
Liberty's Wildfire Mitigation Plan	29%	38%	31%	40%	33%	31%
Infrastructure Hardening	21%	18%	9%	20%	10%	15%
Public Safety Power Shutoff	19% ↓	32%	27%	41%	37%	48%
Local Emergency Services – Support Tools	13%	20%	15%	21%	18%	24%
Local Emergency Services – Resources	13% ↓	26%	20%	24%	30%	30%
Medical Needs	12% ↓	22%	20%	17%	18%	20%
California Public Utility Commission designation of high wildfire threat areas	12%	20%	15%	21%	16%	23%
Notifications & Updating Customer Information	10% ↓	23%	23%	28%	31%	28%
Enhanced Wildfire Safety Settings	10%	16%	12%	17%	Added November 2022	
Community Resource Centers available for information and support	8%	14%	15%	19%	15%	18%
Weather Stations	5%	7%	9%	9%	6%	18%

Q3 What were the messages of the communications you saw or heard about wildfire preparedness? (n=104; Aware of Communication)

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

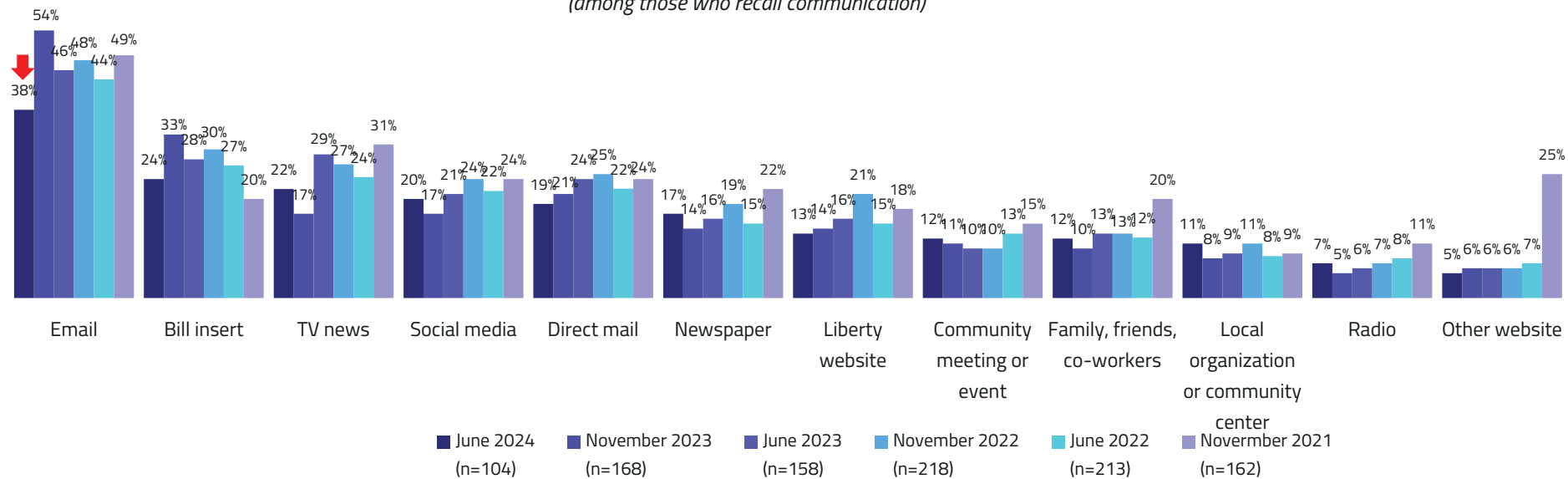


Information Channels for Wildfire Communications

- Email remains the most common channel for wildfire preparedness communication with just under four in ten mentioning it (38%), followed by bill inserts (24%), and TV news (22%); mentions of email as a communication channel decreased significantly since November 2023 (38% vs 54%)

Information Channels for Wildfire Preparedness Communications

(among those who recall communication)



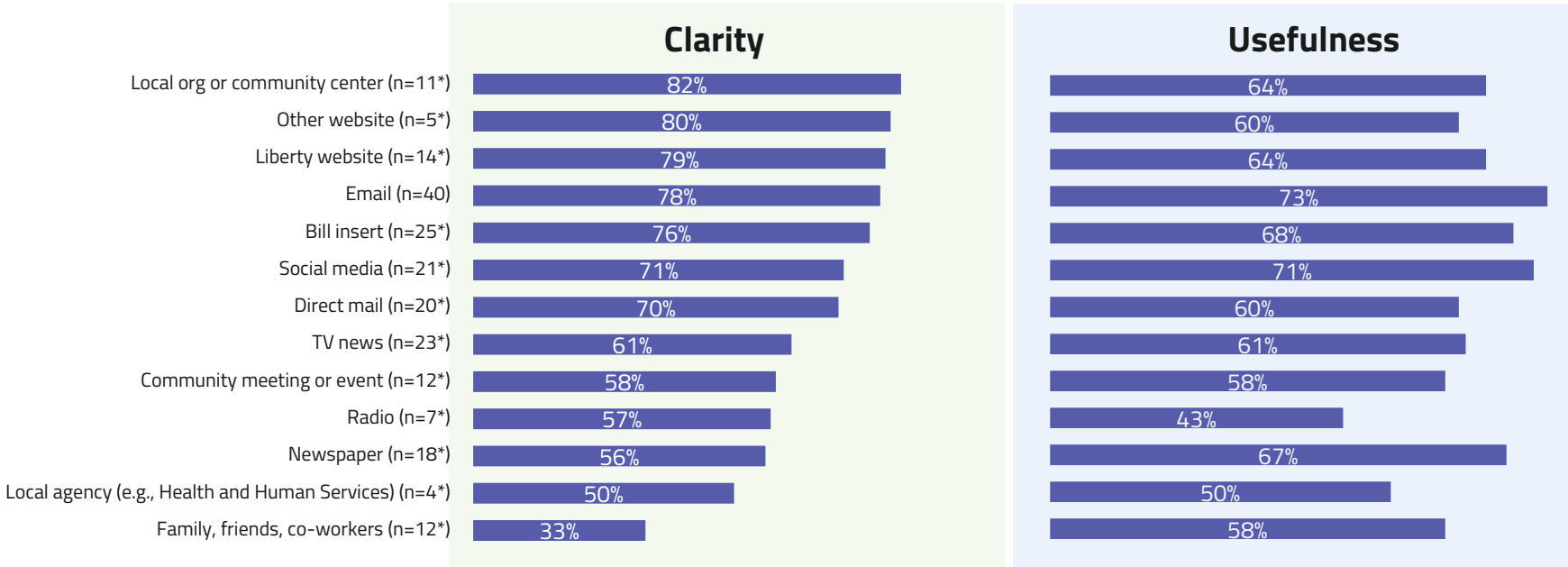
Q4 Where did you see or hear the communications about wildfire preparedness? (n=168; Aware of Communication)

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



Information Usefulness and Clarity

- In terms of clarity, local organizations or community centers are rated the highest, along with other websites and the Liberty website
- In terms of usefulness, email is rated highest, followed by social media and bill inserts



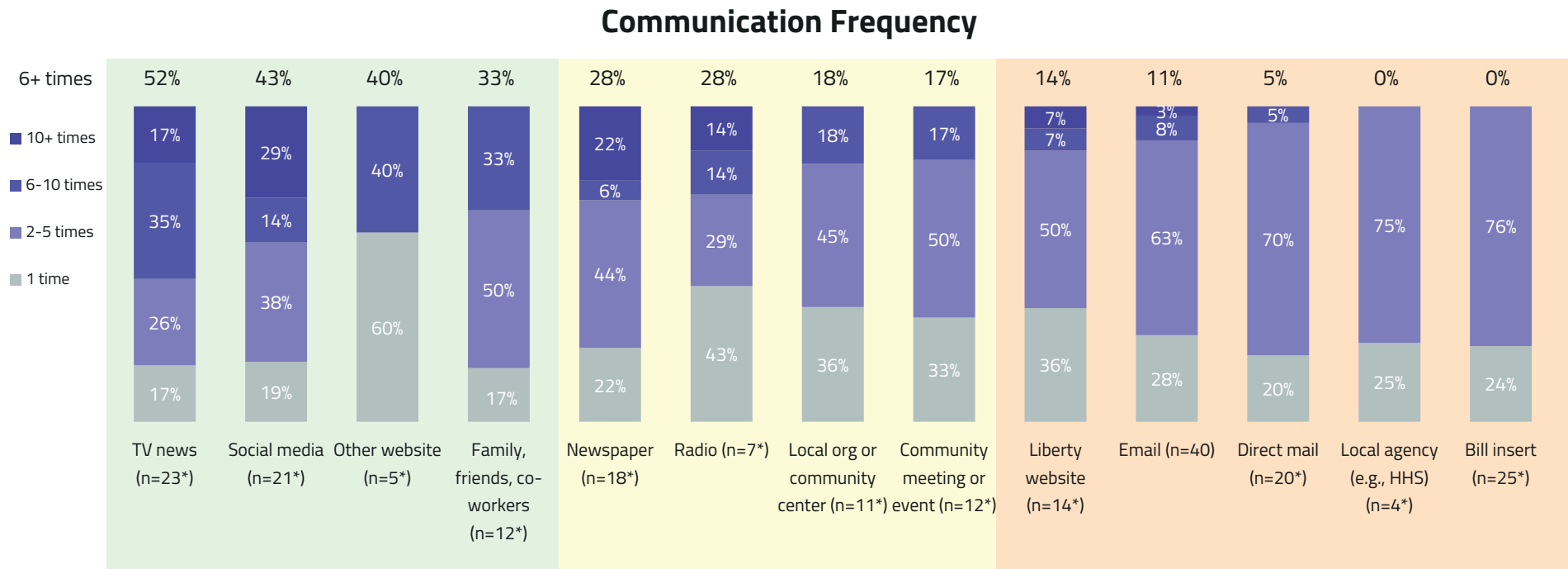
Q4A How useful was the information about wildfire preparedness from each of these sources? (n=104; Aware of Communication)
Q4B How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=104; Aware of Communication)

*Small sample size (n<30)



Communication Frequency

- Just over half say they have seen at least six messages about wildfire preparedness on TV news (52%), followed by social media (43%), other websites (40%), and from family, friends, and co-workers (33%)



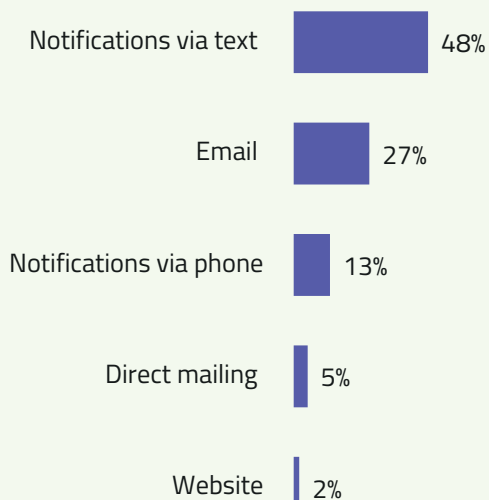
Q5A In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? (n=104; Aware of Communication) *Small sample size (n<30)



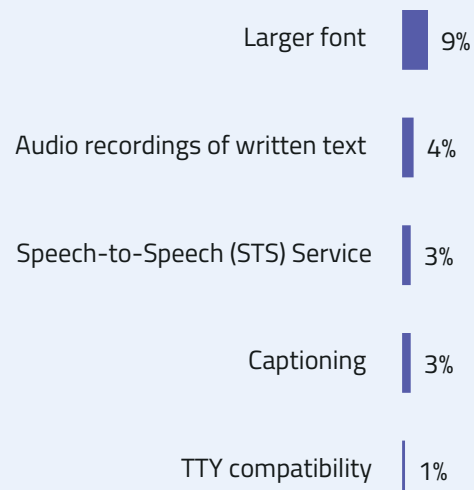
Effective and Helpful Communication

- Notifications via text are considered the most effective form of communication from Liberty (48%) followed by email (27%); 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=220; Total)

A12 Regardless of how communications from Liberty are received, which, if any, of the following would be helpful for you? (n=220; Total)



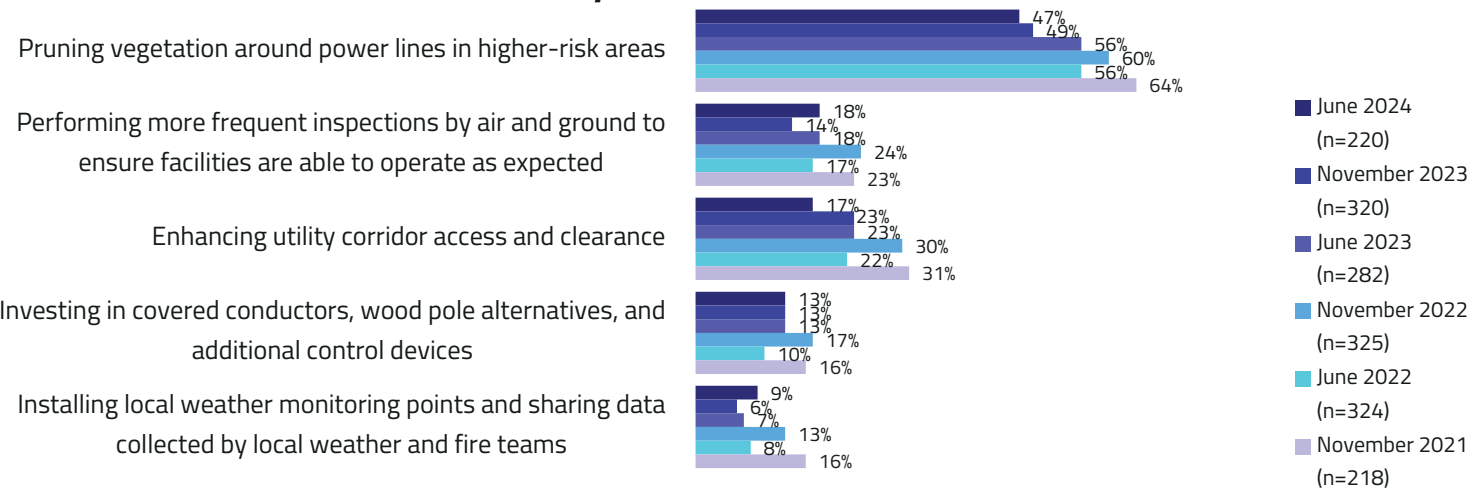
Wildfire Preparedness Actions Taken



Awareness of Liberty's Efforts

- Consistent with previous results, just under half are aware of Liberty pruning vegetation around power lines in higher-risk areas (47%)
- 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=220; Total)

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



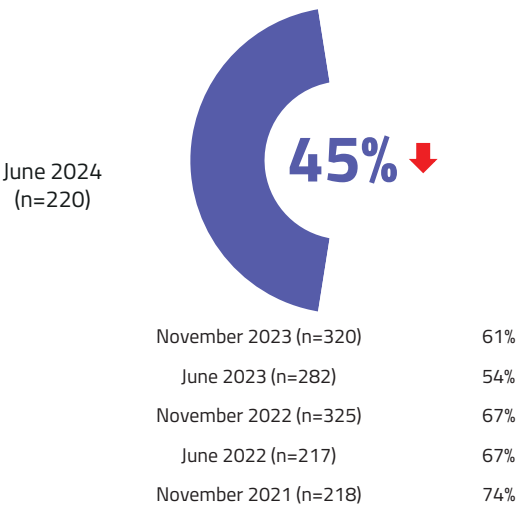
Awareness of Public Safety Power Shutoff



PSPS Awareness

- Just under half (45%) say they recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS,” down significantly since last wave; **Recallers** remain significantly more likely than Non-Recallers to be aware of PSPS (64% vs 28%)
- TV news remains the leading source of PSPS communications (28%), followed by email (26%); **Recallers** are significantly more likely than Non-Recallers to mention email (33% vs 12%)

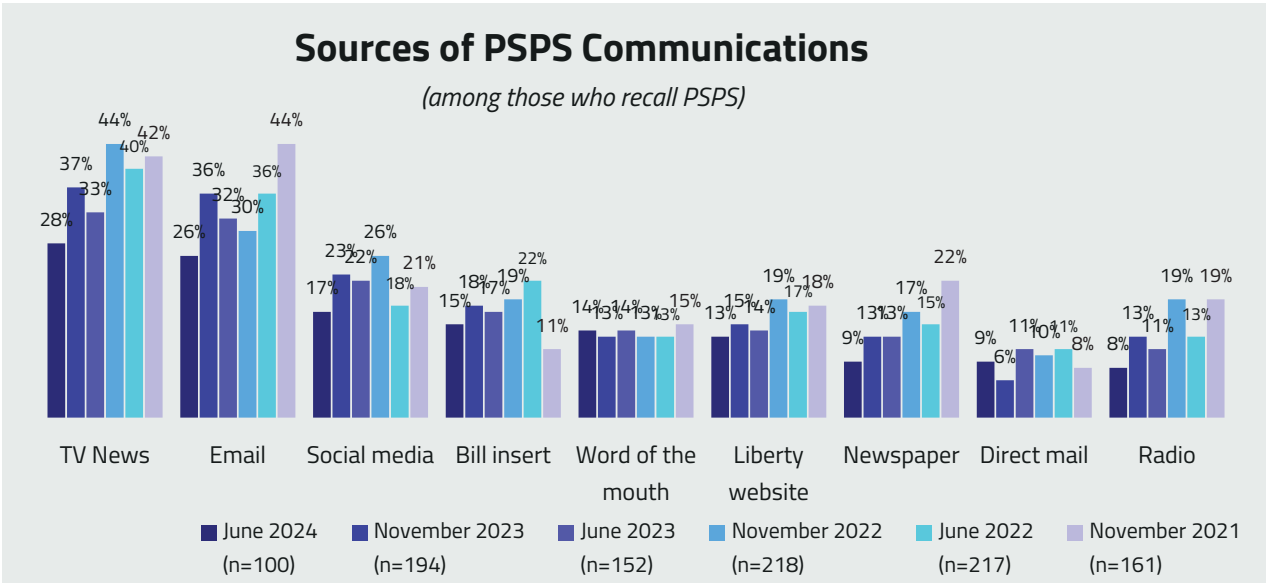
PSPS Recall



Q8 In the past year, do you recall seeing, hearing or reading the phrase ‘Public Safety Power Shutoff or PSPS?’ (n=220; Total)
Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=100; Recall PSPS Communications)

Sources of PSPS Communications

(among those who recall PSPS)



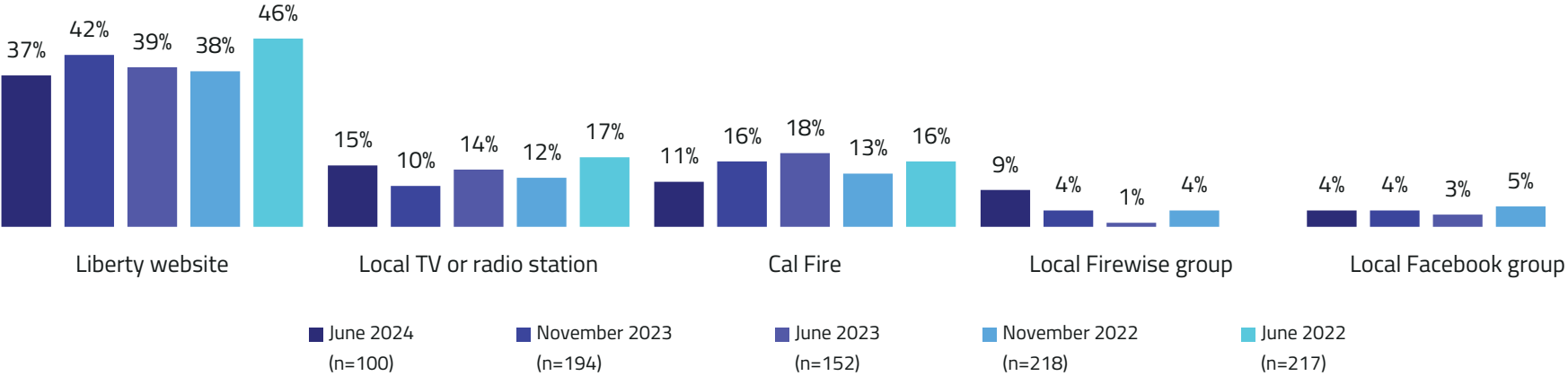
Arrows signify statistical difference at the 95% confidence level compared to the previous wave



PSPS Information

- The Liberty website remains the most mentioned source for information about PSPS, followed by local TV or radio stations

Top 5 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=100; Recall PSPS)

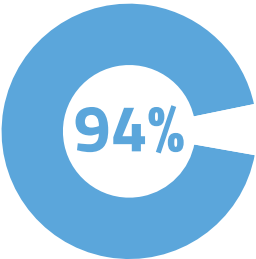
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



Understanding PSPS

- Over nine in ten (94%) of those who recall the term PSPS are aware Liberty could proactively shut off power to prevent the ignition of a catastrophic wildfire
- Roughly three quarters understand PSPS is a last resort (73%) and that the likelihood of PSPS is reduced when Liberty takes steps to harden its infrastructure (77%)

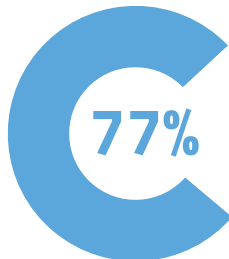
Awareness of Potential Proactive Shutoff



Awareness PSPS is Measure of Last Resort



Awareness PSPS Risk Reduced by Infrastructure Hardening



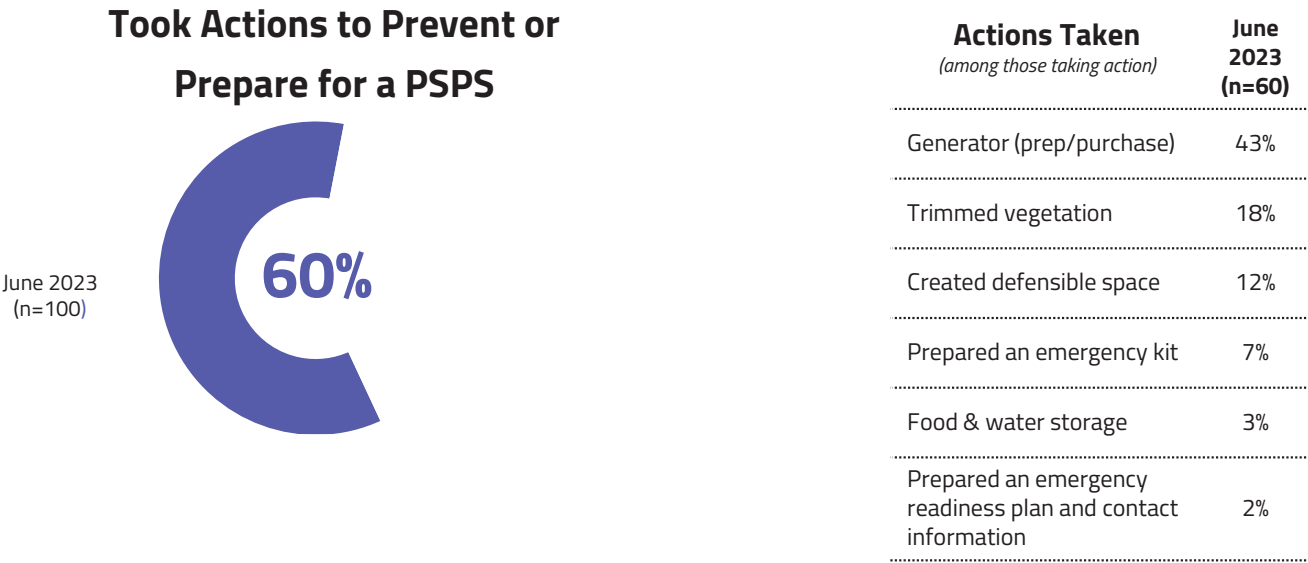
QP10A Are you aware that the utility could proactively shut off power to prevent the ignition of a catastrophic wildfire? (n=100; Recall PSPS)
QP10B Are you aware that a proactive PSPS is a measure of last resort? (n=100; Recall PSPS)
QP10C Are you aware that the likelihood of a PSPS is reduced when the utility takes steps to harden its infrastructure? (n=100; Recall PSPS)

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



PSPS Preparedness

- Six in ten (60%) have taken actions to prevent or prepare their home or business in the event of a PSPS
- Generator purchases are the most common action taken, mentioned by 43% of respondents who have taken action; trimming vegetation is the second most common action taken, mentioned by 18% of respondents



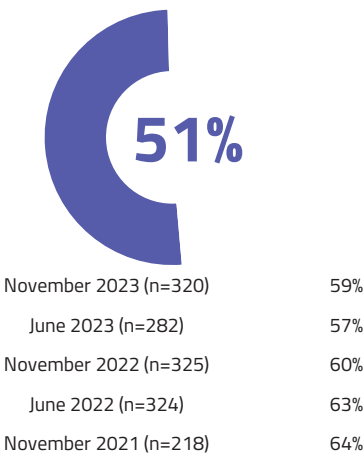
QP6. In the past year, have you taken any actions to prevent or prepare your home or business in the event of a Public Safety Power Shutoff? (n=100; Recall PSPS)
QP6A. What actions have you taken in your home or business to prevent or prepare in the event of a Public Safety Power Shutoff? (n=60; Took actions)

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

Contact Information for PSPS

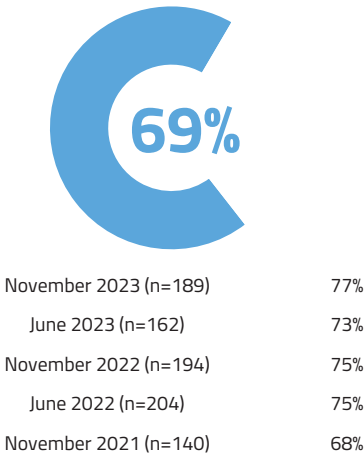
- Just over half (51%) are aware they can update their contact information with Liberty; awareness among Recallers is significantly higher than among Non-Recallers (63% vs 41%)
- Over two thirds (69%) of those aware they can update their information have done so

Awareness of Ability to Update Contact Information for PSPS



Have Updated Contact Information

(among those aware they can update contact info)



Q11 Are you aware you can update your contact information with Liberty to receive proactive notification prior to a Public Safety Power Shutoff? (n=220; Total)
Q11A Have you updated your contact information with Liberty to receive notifications prior to a Public Safety Power Shutoff? (n=112; 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 food replacement (56%), heating/cooling (54%), and communication (45%)
- Mentions of heating/cooling decreased significantly from last wave (70% vs 54%)

Concerns or Challenges of an Extended Power Outage		Nov 2023 (n=320)	June 2023 (n=282)	Nov 2022 (n=218)
Food replacement	56%	53%	51%	54%
Heating/cooling	54%	70%	56%	62%
Communication	45%	40%	45%	39%
Shelter	13%	12%	17%	14%
Powering medical equipment	11%	12%	12%	11%
Transportation	10%	12%	12%	11%
Utility pumps (well water)	8%	12%	6%	13%
Cold storage of medication	8%	7%	9%	8%
Mobility equipment	3%	2%	3%	2%
Food storage/refrigeration	<1%	1%	-	1%

A5 In the event of an extended power outage, what are your most significant concerns or challenges? (n=220; 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

Among **critical customers** the percentage is significantly higher than randomly selected customers (**100%** vs 13%)

Just over one in four (26%) of those relying on electricity for medical needs are aware Liberty provides additional notices prior to a PSPS event

Just over one in seven (15%), indicate that another language other than English is primarily spoken; English remains preferred for communications for nearly all respondents (97%)

- Two percent mentioned Spanish as their preferred language

All but three respondents (99%) 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=220; 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=34; Rely on electricity for medical needs)

Q15 Is your primary language other than English? (n=220; Total)

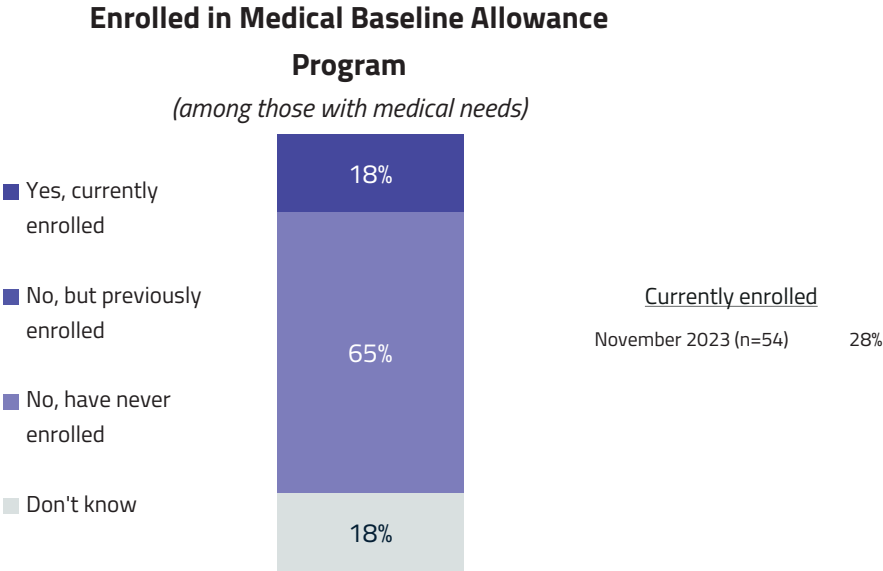
Q16 Would it be helpful for you or anyone else in your household to receive communications in another language? (n=220; Total)

Q16B What is your preferred language to receive communications? (n=220; Total)



Medical Support Certificate Usage

- Just under one in five (18%) are currently enrolled in Liberty's Medical Baseline Allowance Program, consistent with the previous wave
- **Critical** customers are significantly more likely than Random customers to be enrolled (**67% vs 7%**)



Q14E Are you enrolled in Liberty's Medical Baseline Allowance Program? (n=34; Rely on electricity for medical needs)

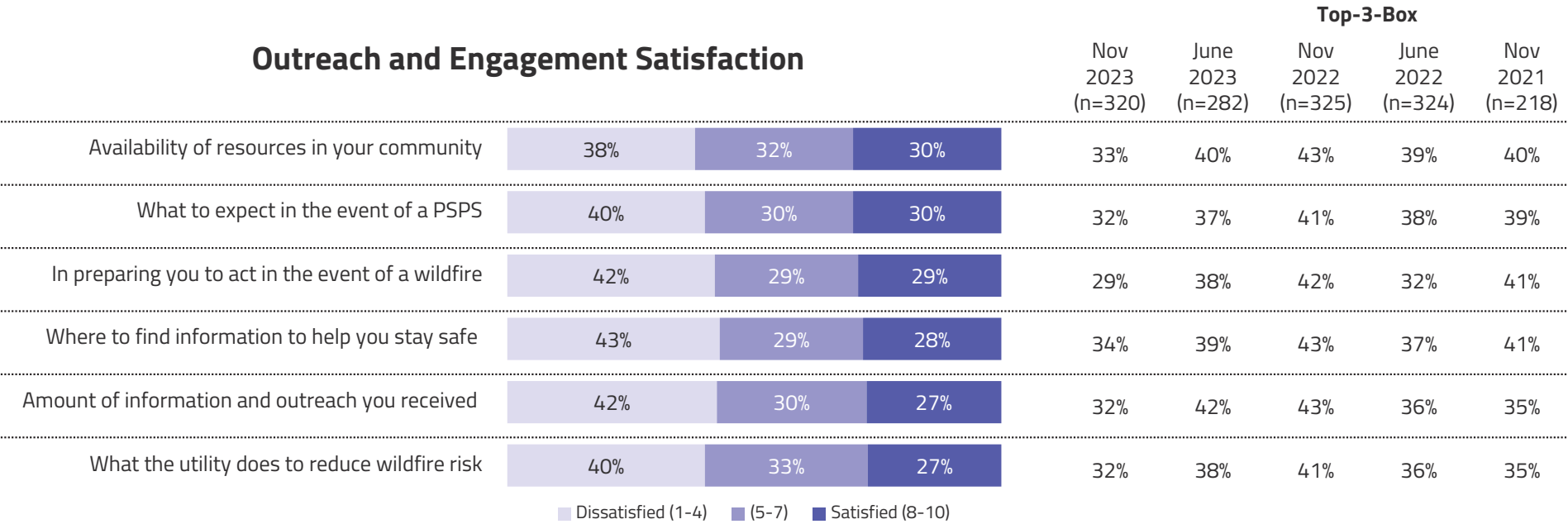


Post-PSPS



Outreach and Engagement Satisfaction

- Customers remain generally satisfied with most of the outreach and engagement they receive; satisfaction across all metrics remain consistent with November 2023
- 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=220; Total)

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



PSPS Notifications

- Almost half (47%) 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

PSPS Notifications Perception	June 2024 (n=220)	Nov 2023 (n=320)	June 2023 (n=282)	Nov 2022 (n=325)	June 2022 (n=324)	Nov 2021 (n=218)
Notifications should be sent if there is any possibility of a PSPS	47%	48%	51%	44%	54%	49%
Notifications should only be sent if there is a high likelihood of a PSPS	42%	42%	37%	45%	35%	39%
Notifications should only be sent if a PSPS is certain to occur	11%	11%	12%	11%	12%	12%

QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=220; Total)

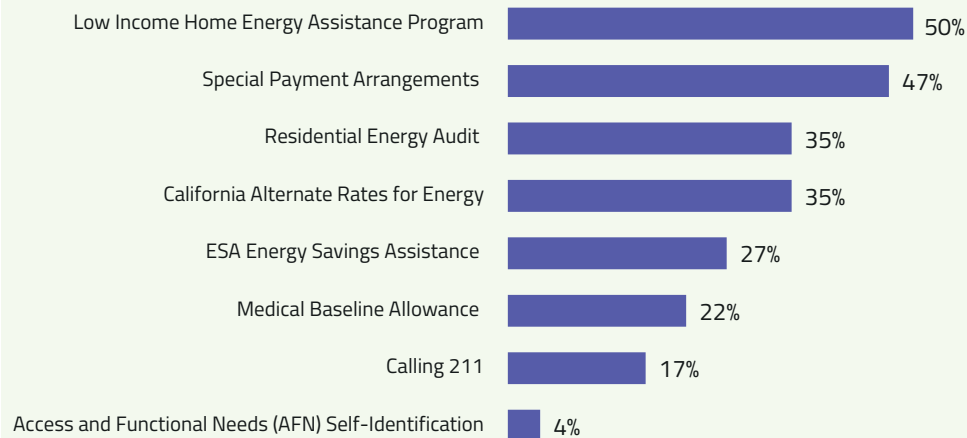


Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Awareness and Familiarity of Resources

- Of the resources available to the public, half indicated they were aware of the Low Income Home Energy Assistance Program (50%), followed by Special Payment Arrangements (47%), Residential Energy Audit (35%), and California Alternate Rates for Energy (35%); **Recallers** are significantly more likely than non-recallers to be aware of most resources
- Just over half report they either have no need (30%) or have not investigated the resources (22%)

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=220; Total)

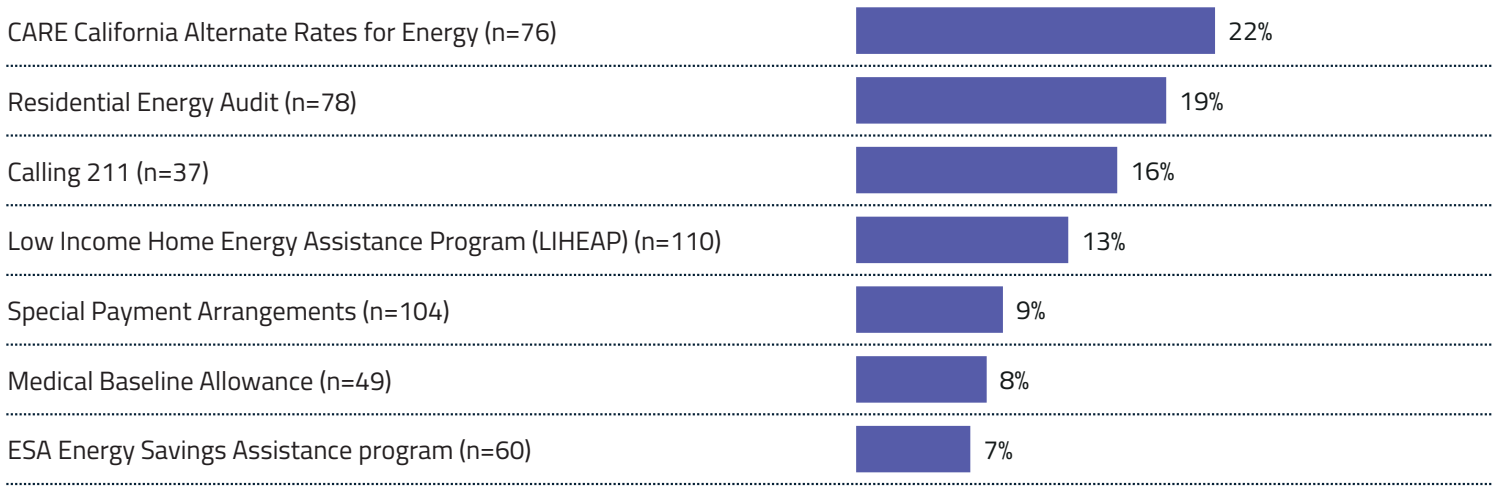
A8 What statement best describes your familiarity with the resources you just reviewed? (n=220; Total)



Resources Used

- Of those who are aware of the resources available, CARE California Alternate Rates for Energy, Residential Energy Audit, and calling 211 are the most frequently used

Resources used
(among those who are aware)



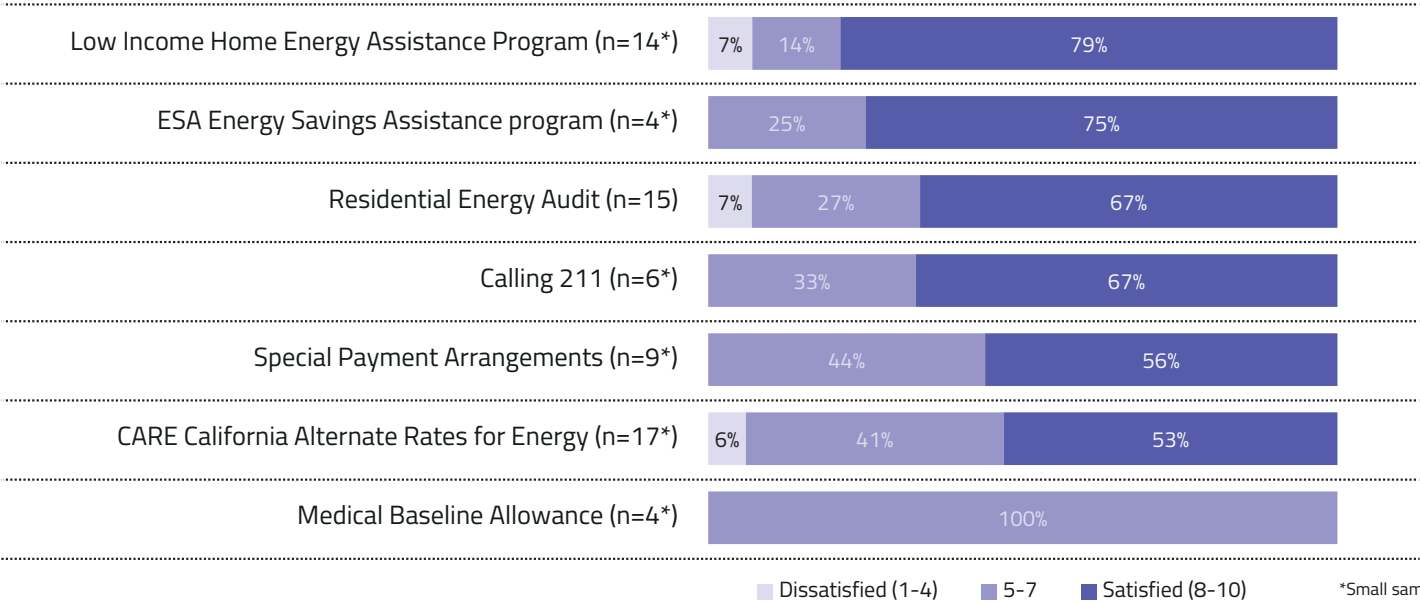
A9 Which, if any, of these resources have you used in the past? (n varies; Aware of Communication)



Satisfaction with Resources Used

- Customers using Low Income Home Energy Assistance Program are highly satisfied, followed closely by those using the ESA Energy Savings Assistance program

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

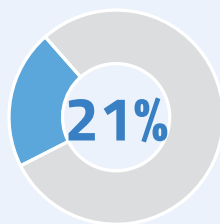
- Among customers who indicated they have access and functional needs, 21% are aware of additional notifications and communications available
- 32% of Critical or AFN customers have received communication from Liberty about programs available and 14% indicate they engage with Community Based Organizations, outside of a PSPS context

Access and Functional Needs

	June 2024 (n=220)
Adults age 62+ in household	49%
Low-income household	12%
Chronic conditions or injuries	12%
Children in household	10%
Physical, developmental, or intellectual disability	9%
Limited access to transportation in case of emergency	5%
Limited English proficiency	3%
Individual living in institutionalized setting	1%
None of these apply	32%

Awareness of Additional Notifications

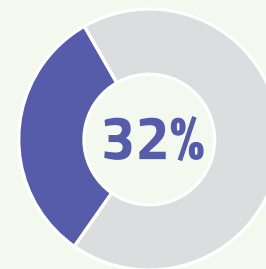
(among AFN customers)



June 2024
(n=147)

Received Information about Liberty Programs

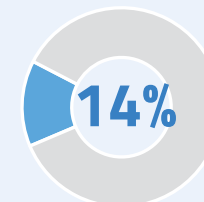
(among AFN/Critical customers)



June 2024
(n=147)

Engage with Community Based Organizations

(among AFN/Critical customers)



June 2024
(n=147)

QA11 Do any of the following apply to you or anyone in your household? (n=220; 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=147; A11=Yes)

QL3 Do you recall receiving direct communication regarding available Liberty customer programs and/or preparedness? (n=147; 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=147; A11=Yes / Critical Customer / Rely on electricity for medical needs)



Critical Customers Summary



Key Metrics: AFN vs. Non-AFN

	AFN Customer (n=177)	Non-AFN Customer (n=43)
Aware of Wildfire Safety Communications	47%	49%
Aware of Communications from Liberty (among those aware)	29%	14%
Recall PSPS	46%	42%
Would Turn to Liberty Website for PSPS Info	38%	33%
Aware of Ability to Update Contact Info for PSPS	51%	49%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	30%	28%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	26%	--
Aware of AFN Self-Identification	5%	--

*Caution small sample size

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



Demographic Profiles: AFN vs. Non-AFN

	AFN Customer (n=177)	Non-AFN Customer (n=44)
Gender	Male – 52% Female – 39%	Male – 37% Female – 47%
Age	18-54 – 20% 55-64 – 19% 65+ – 54%	18-54 – 53% 55-64 – 26% 65+ – --
Median Income	\$98K	\$116K
Home Ownership	Own – 84% Rent – 9%	Own – 65% Rent – 21%
Reside in Liberty Service Territory	Year round – 64% Under 6 months – 29% 6 to 11 months – 7%	Year round – 60% Under 6 months – 30% 6 to 11 months – 9%
Primary Language is not English	19%	--
Responded they Rely on Electricity for Medical Needs	19%	--

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



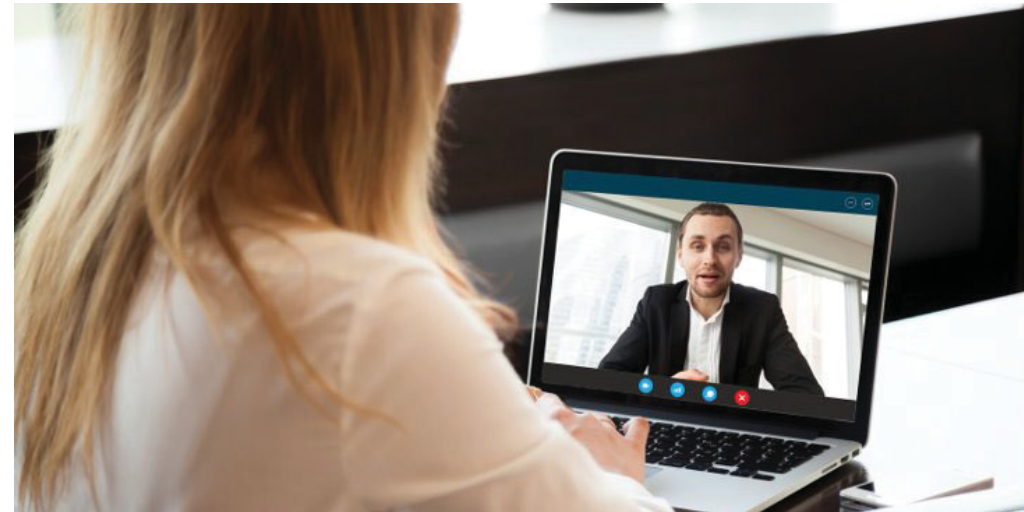
CBO Interviews



CBO Interviews

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





CBO Interviews

Current Communications

- CBOs report limited communication from Liberty in general, and specifically about the response to recent winter outages; frustrations about price increases and long periods without power during the winter were raised unaided
- One agency did have personal contact with a Liberty rep and discussed billing support resources and wildfire risk and PSPS, and another recalls information about evacuation planning
- Personal contacts with Liberty are preferred in addition to email; CBOs see themselves as partners in the community and want more engagement directly with Liberty to help reach the more vulnerable members of the community they serve (e.g., homeless, food insecure, elderly, medical needs)
- Although not all are familiar with PSPS terminology, all are aware of the potential for proactive power outages to prevent wildfires
- The perceived lack of communications about the winter outages appears to have eroded the goodwill from seeing Liberty in the field maintaining and upgrading equipment, and there appears to be a loss of trust that Liberty is taking the steps necessary to prevent the need for PSPS outages
- Social media, printed handouts/flyers, emails, and in-person community events or meetings are the 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 inviting Liberty to events, handing out flyers, pointing clients to online resources, sharing information via social media, or handing out printed materials
 - Having printed materials on-hand, or links they can share, would make it easier for organizations to provide information to the community, and be able to answer questions as they arise (as opposed to a dedicated campaign)
- Multiple methods of communication are important; social media is common and local Facebook groups are widespread (particularly in areas with little or no traditional media), printed handouts will be important to reach those not online; newspaper and radio are cited as other ways to increase awareness
- Mailings are also cited as a good way to provide educational content and drive people to the website for more information, but it is important to ensure the mailers are differentiated from bills
- In-person presentations are encouraged; multiple agencies mentioned that Liberty attending or speaking at one of their events, or partnering with schools to talk to parents, would be helpful in reaching and educating the public
- English and Spanish are the primary languages required, with Filipino, Mandarin, and Ukrainian mentioned as secondary language needs



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 about how to prepare for a wildfire/outage, including preventing food spoilage, supplies to have on hand such as food and water, etc., evacuation plans, and prepping a “go” bag; frame this information as useful tips for outages at any time of the year, including winter storms
 - Identifying those with medical needs and providing them information to ensure they are able to adequately prepare for a PSPS event or evacuation
 - Providing generator support resources, including help purchasing, education about how to properly use a generator, and safety information
 - Generators are especially important for those with medical needs, and current programs are only available for those with very low incomes; many who are in need of a generator do not qualify for support and cannot afford to buy one
 - Support local organizations with donations or supplies such as generators, so they are able to continue serving the community in the event of a fire or PSPS
- Educational communications and resources are most useful during spring and fall, between the higher risk summer and winter seasons

PSPS Events

- CBOs prefer communications about potential PSPS events as early as possible, to give them enough time to prepare and continue serving the community; one week notice is ideal if possible
 - Agencies are dependent on having electricity to operate, and need to plan in advance to function without power
 - Timely information is especially important for seniors and those with medical needs, who may require additional time to evacuate (if necessary) or make arrangements to go somewhere with a generator or resources
- Providing regular updates is critical; the community understands the weather is constantly changing and that an advance warning is subject to change, and updates about timing, outage duration, and fire danger are highly important
- 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 (especially for those on wells), 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, phone calls, text alerts, and radio are the best ways to quickly inform the public; those most vulnerable may require in-person notification

Three wavy lines in purple, teal, and pink colors, flowing horizontally across the upper portion of the slide.

Demographic Profiles



Respondent Profiles

Gender	Total (n=220)	Recallers (n=104)	Non-Recallers (n=116)
Male	49%	53%	46%
Female	40%	37%	44%
Age			
18 to 24	<1%	--	1%
25 to 34	2%	2%	3%
35 to 44	10%	5%	16%
45 to 54	14%	14%	13%
55 to 64	20%	21%	20%
65 or over	43%	48%	39%
Prefer not to say	10%	10%	9%

Renter/Homeowner	Total (n=220)	Recallers (n=104)	Non-Recallers (n=116)
Own	80%	82%	79%
Rent	11%	11%	12%
Prefer not to say	8%	7%	9%
Reside in Liberty Service Territory			
Year round	63%	60%	66%
Under 6 months	29%	31%	28%
6 to 11 months	8%	10%	6%
Household Income			
Less than \$20,000	5%	6%	5%
\$20,000 to \$39,999	9%	9%	9%
\$40,000 to \$59,999	6%	9%	3%
\$60,000 to \$89,999	10%	9%	11%
\$90,000 to \$129,999	9%	7%	11%
\$130,000 to \$199,999	10%	13%	9%
\$200,000 or more	17%	21%	13%
Prefer not to say	34%	28%	39%

Q17 What is your gender? (n=220; Total)
Q18 What is your age category? (n=220; Total)
Q19 Do you own or rent your home? (n=220; Total)
Q20 Which of the following best describes your annual household income? (n=220; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers



Respondent Profiles – AFN Criteria

	Total (n=220)	Recallers (n=104)	Non-Recallers (n=116)
AFN (NET)	80%	80%	81%
Age 65+	43%	48%	39%
<\$40K income	14%	14%	14%
Chronic conditions or injuries	12%	13%	10%
Limited access to transportation	5%	3%	8%
Physical, developmental, or intellectual disability	9%	10%	8%
Non-English language needs	15%	14%	16%
Medical need	15%	16%	15%

Bold denotes statistically significant difference between Recallers and Non-Recallers

Attachment 3
Liberty's Survey Results, December 2024



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 460 surveys were completed between December 5 and December 22
 - 📞 Phone: 80 completed surveys from 13,510 records
 - 💻 Web: 380 completed surveys from 28,367 records



Key Findings

Communications

- **62% are aware of wildfire safety communications**, up significantly since June 2024 (47%).
- **Liberty** remains the primary source for wildfire preparedness information and saw a significant increase from June 2024 (40% vs 26%). **Public Safety Power Shutoff, Vegetation management** and **personal preparedness** are the most common messages recalled.
- **Email** remains the most cited channel for wildfire preparedness communication, consistent with June 2024; bill inserts, social media, direct mail, and TV news make up the next most common tier.
- **Bill inserts, local organizations, community meetings, direct mail, and the Liberty website** are considered the clearest; **other websites, community meetings, and the Liberty website** are seen as the most useful resources for information about wildfire preparedness.
- **73%** recall seeing, hearing or reading the phrase **"Public Safety Power Shutoff or PSPS,"** up significantly from last wave (45%). **Email (47%), TV news (27%), and social media (23%)** remain the most common sources of PSPS communication with mentions of email rising significantly since last wave (47% vs 26%).
- Among those recalling the phrase "PSPS" from the past year, **99% are aware of its possible implementation to prevent wildfire**, significantly higher than last wave (94%); just under three quarters **understand PSPS is a last resort (72%)** and the likelihood of **implementation becomes reduced when Liberty takes steps to harden its infrastructure (83%)**.
- **45%** say they would first turn to the **Liberty website** for information about a PSPS event, consistent with last wave (37%).
- 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

- **69% have taken some form of action to prevent wildfires or to prepare their home or business** for the event of a PSPS. Having a **generator** and **trimming vegetation around properties** are the most common actions taken.
- **56% are aware of Liberty's efforts to prune vegetation** around power lines in higher-risk areas, up significantly from June 2024 (47%). **Recallers** are significantly more likely than Non-Recallers to be aware of the majority of Liberty's efforts. **62%** are aware they can **update their contact information with Liberty**, significantly higher than in June 2024 (51%); 76% of those aware have done so, consistent with last wave.

AFN and Critical Customers

- **89% 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 CARE California Alternate Rates for Energy**; 32% have not investigated any of the resources and 28% report no need.
- Only 6% of AFN customers have heard of AFN Self-Identification.
- Among those reporting that they rely on electricity for medical needs, 42% are aware of additional notices from Liberty, 18% are currently enrolled in the Medical Baseline Allowance program.
- 97% of respondents indicated it would not be helpful to receive communications in a language other than English; only 2% indicate Spanish as their preferred language.

PSPS Experience

- 42% of customers experienced a PSPS this year; of those, 58% said they received adequate notification and information to prepare, though 19% say the number one improvement to be made is additional timing to prepare. 24% say no PSPS notification improvements are necessary.



Recommendations

Ahead of the 2025 fire season, continue outreach efforts to educate the public on wildfire safety and knowledge of PSPS.

- The significant improvement in communication awareness in December 2024, and highest awareness indicated since November 2022, indicates outreach efforts may be paying off after a steady decline over recent years. However, this was likely boosted by PSPS notifications and events immediately before the survey was conducted.
- Similarly, recall of PSPS has steadily decreased since June 2021 (74%) to June 2024 (45%). The significant increase in December 2024 (73%) reinforces the notion that recent efforts may have been successful.
- Among those hearing or seeing communication about wildfire preparedness over the past year, 40% mention Liberty as the source of this information, up significantly from the 26% mentioning Liberty in June 2024. A number of wildfire preparedness messages saw significant increases when compared with June 2024, including messages around PSPS, personal preparedness, notifications and updating customer information, local emergency services – resources, medical needs, enhanced wildfire safety settings, and community resource centers available for information and support.

Continue to pursue opportunities to educate the public of actions taken by Liberty to mitigate the risk of wildfires and PSPS.

- Almost all (99%) customers who encountered the term PSPS over the past year are aware of a possible PSPS by Liberty, up significantly from 94% in June 2024. Significant improvements were also seen in the awareness of Liberty's efforts to reduce wildfire risk, including pruning vegetation (56%), enhancing utility corridor access and clearance (26%), and investing in covered conductors, wood pole alternatives, and additional control devices (19%).

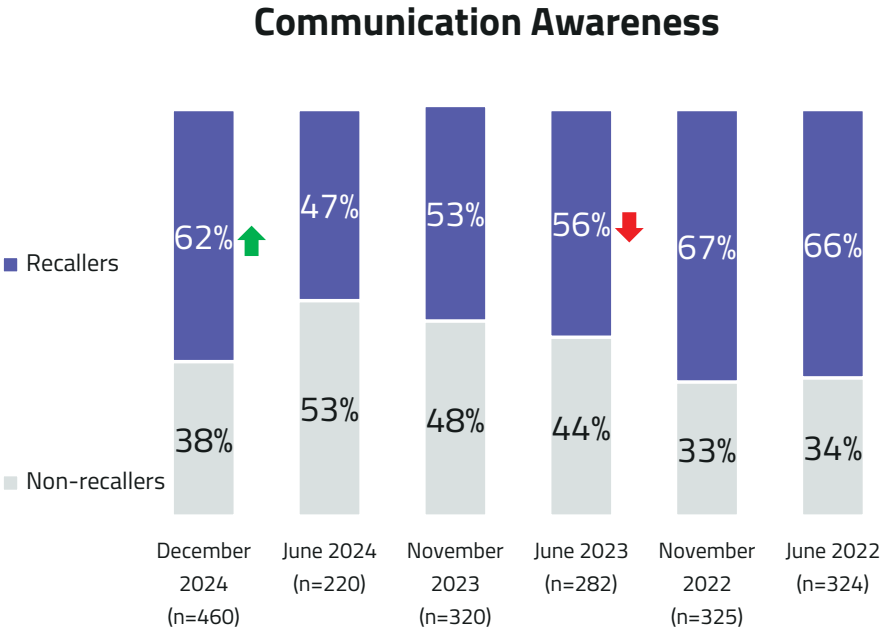
Leverage email, TV news, social media, and bill inserts to drive customers to the Liberty website. Consider website improvements.

- More people indicate they would turn to the Liberty website than any other source for information about PSPS, though bill inserts, local organizations or community centers, community meetings or events, and direct mail are all seen having clearer information than the Liberty website.
- 73% say it the Liberty website is useful, though less useful than non-Liberty websites (83%) and community meeting or events (80%).
- Almost half (47%) of those who recall PSPS say email was the main source of communication, up significantly from 26% in June 2024. TV news, social media, the Liberty website, and bill inserts are mentioned as additional sources.
- Notifications via text is considered the most effective method of communication from Liberty (55%), followed by email (27%), although caution should be used if text is primarily reserved for emergency communications.



Wildfire Safety Communications Awareness

- Just over six in ten (62%) have seen or heard communications about wildfire safety in the past year, up significantly when compared with June 2024 (47%)



Q2 Have you seen or heard any communications about wildfire safety in the past year? (n=460; Total)

	Recallers (n=287)	Non-Recallers (n=107)
Gender	Male – 53% Female – 40%	Male – 49% Female – 47%
Age	18-54 – 19% 55-64 – 16% 65+ – 58%	18-54 – 30% 55-64 – 17% 65+ – 50%
Median Income	\$118K	\$101K
Home Ownership	Own – 84% Rent – 10%	Own – 79% Rent – 17%
Primary Language is not English	11%	17%
Responded they Rely on Electricity for Medical Needs	15%	18%

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

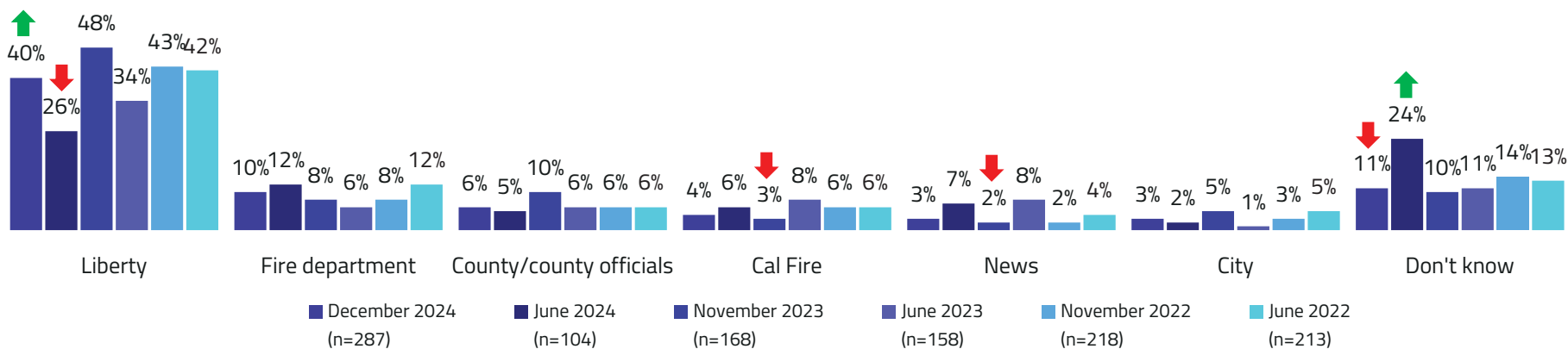
(among those aware of communications)



Sources of Wildfire Preparedness Communications

- Of those aware of communications, four in ten (40%) mention Liberty as the source of wildfire preparedness communication, up significantly from June 2024 (26%)
- Just over one in ten (11%) are not aware of the source of communication, down significantly from the previous wave (24%)

Wildfire Preparedness Communications Sources
(among those who recall communication)



Q5 Who was the information about wildfire preparedness from? (n=287; Aware of Communication)

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

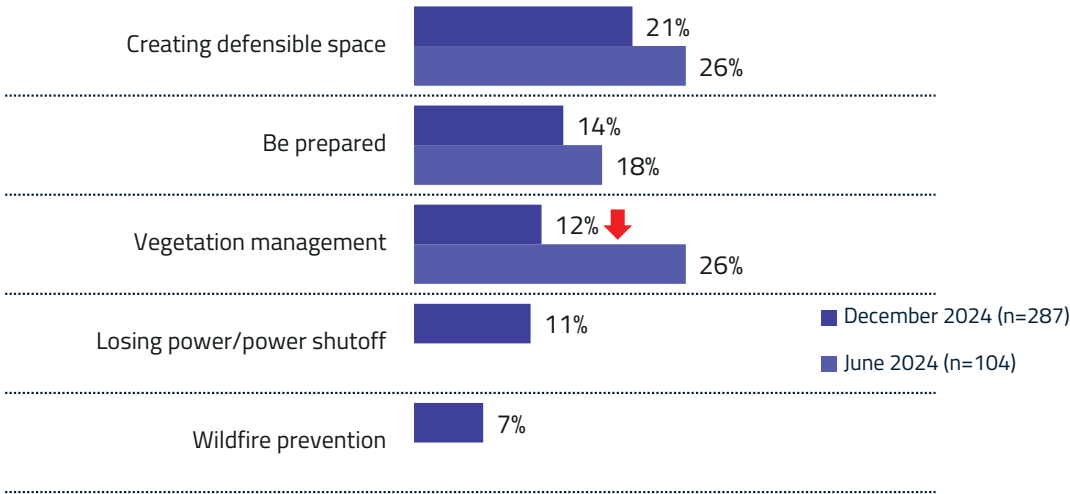


Unaided Message Recall

- Of those who recall communications, just over one in five cited creating a defensible space (21%) as the main takeaway from communications about wildfire safety over the past year, consistent with last wave
- Roughly one in nine (12%) recall the message of vegetation management, down significantly from June 2024 (26%)

Communications Main Takeaway

(among those who recall communication)



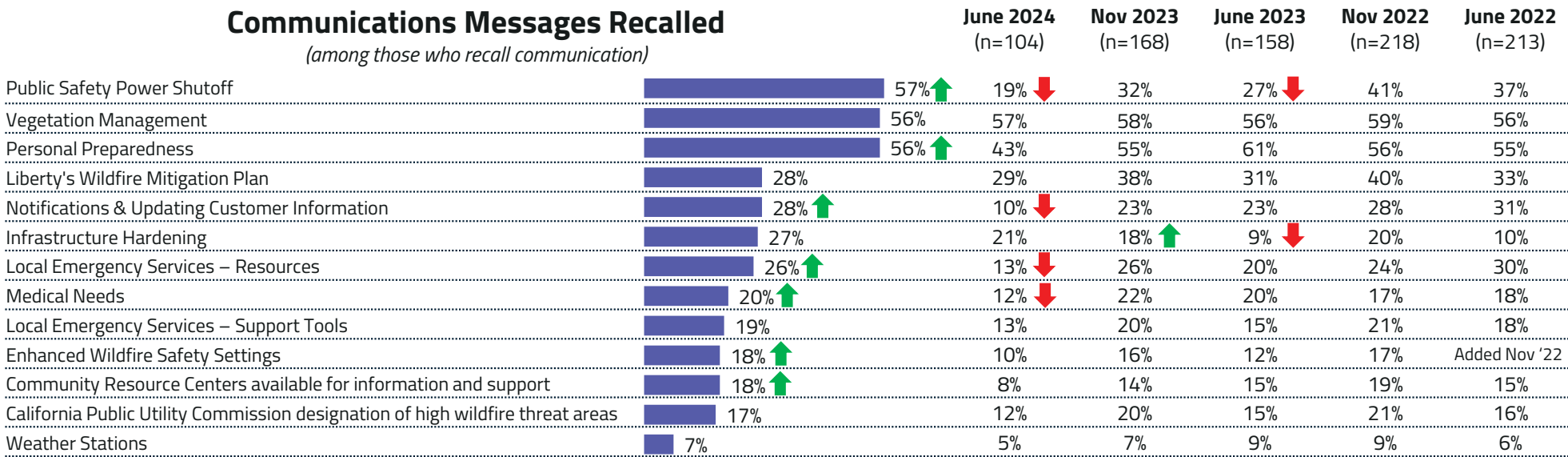
QB1 What was your main takeaway from the communications? (n=287; Aware of Communication)

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



Wildfire Preparedness Communications Messages

- Of those who recall communications, just under six in ten recall messages about PSPS (57%), followed by vegetation management (56%) and personal preparedness (56%)
- Compared to the previous wave, mentions of PSPS, personal preparedness, notifications & updating customer information, local emergency services – resources, medical needs, enhanced wildfire safety settings, and community resource centers available for information and support have increased significantly



Q3 What were the messages of the information you saw or heard about wildfire preparedness from Liberty? (n=287; Aware of Communication)

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

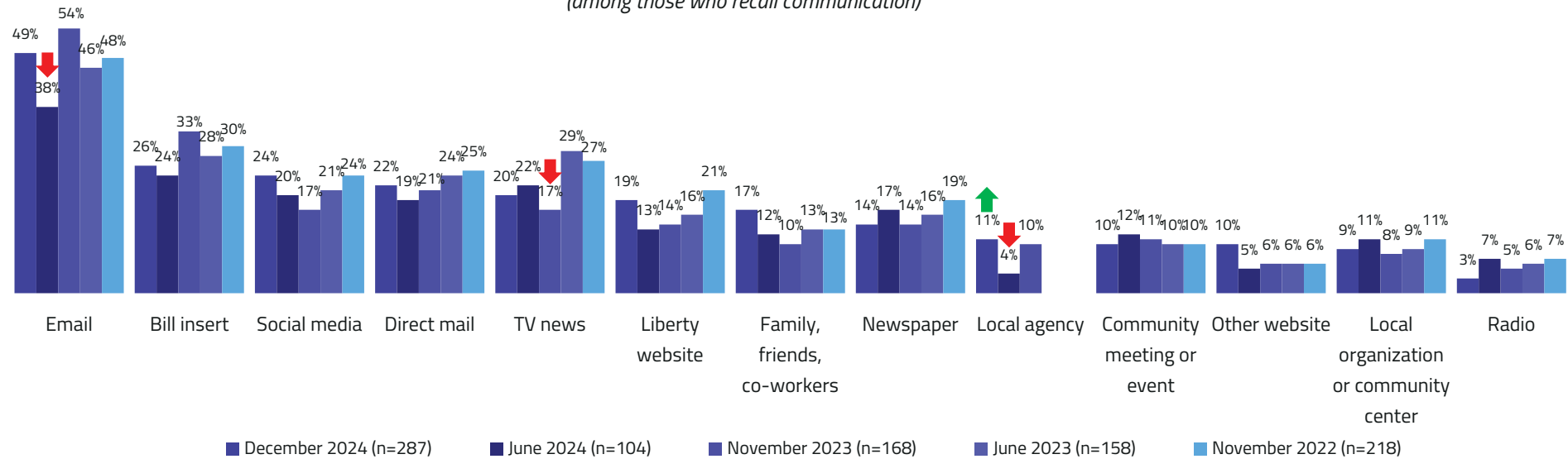


Information Channels for Wildfire Communications

- Email remains the most common channel for wildfire preparedness communication with just under half (49%) mentioning it, followed by bill inserts (26%), social media (24%), and direct mail (22%)

Information Channels for Wildfire Preparedness Communications

(among those who recall communication)



Q4 Where did you see or hear the communications about wildfire preparedness? (n=287; Aware of Communication)

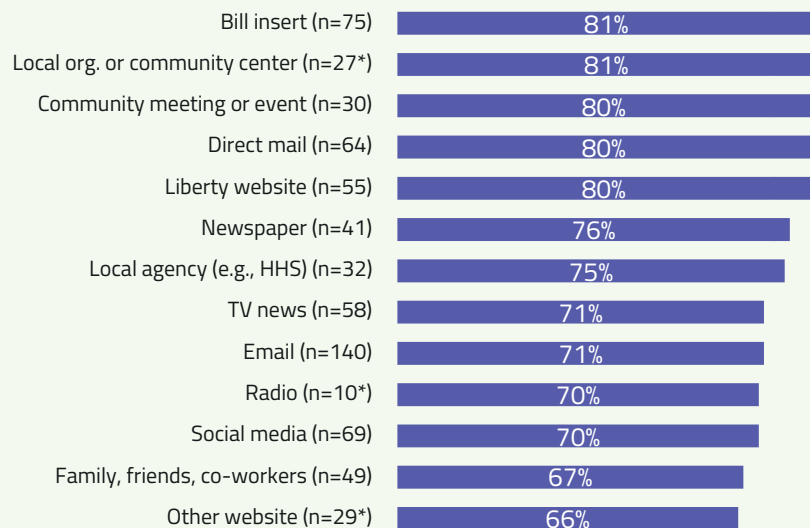
Arrows signify statistical difference at the 95% confidence level compared to the previous wave



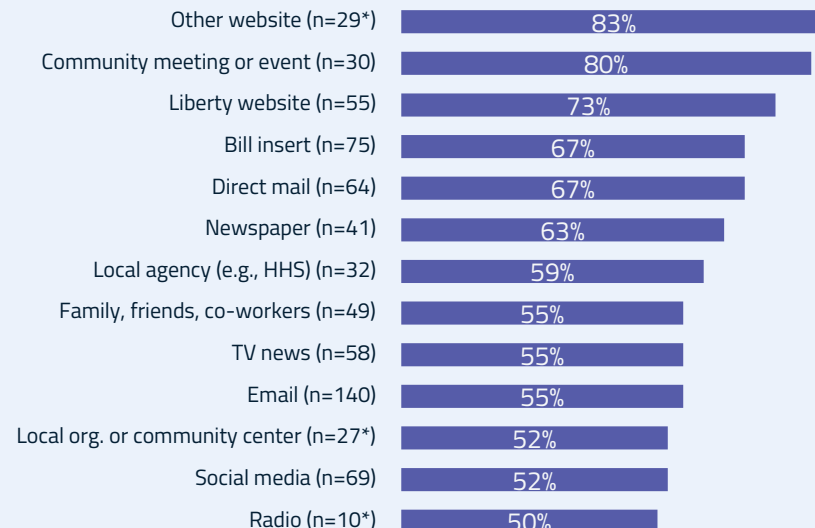
Information Usefulness and Clarity

- In terms of clarity, bill inserts (81%) and local organizations or community centers (81%) are rated the highest, along with other community meeting or events (80%), direct mail (80%), and the Liberty website (80%)
- In terms of usefulness, non-Liberty websites are rated highest (83%), followed by community meetings or events (80%)

Clarity



Usefulness



Q4A How useful was the information about wildfire preparedness from each of these sources? (n=287; Aware of Communication)

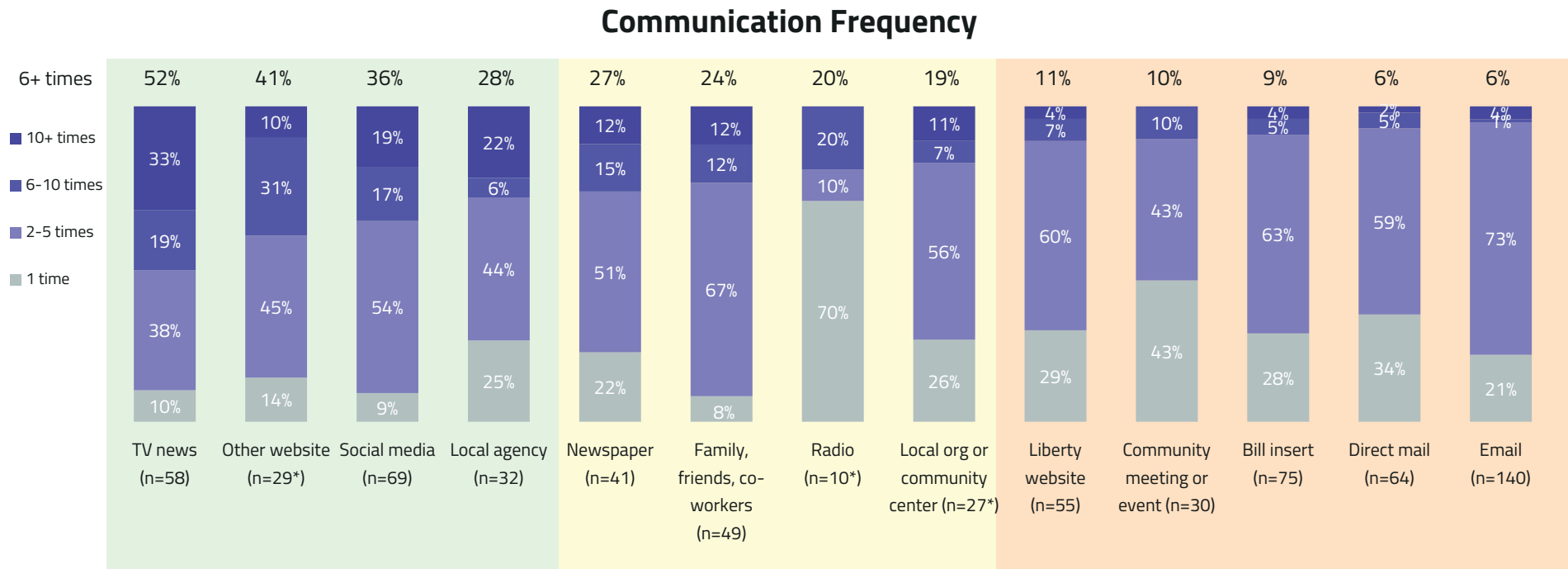
Q4B How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=287; Aware of Communication)

*Small sample size (n<30)



Communication Frequency

- Just over half say they have seen at least six messages about wildfire preparedness on TV news (52%), followed by other websites (41%), social media (36%), and from local agencies (28%)



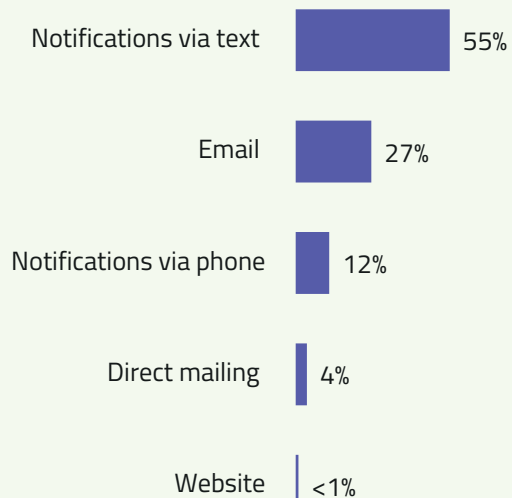
Q5A In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? (n=287; Aware of Communication) *Small sample size (n<30)



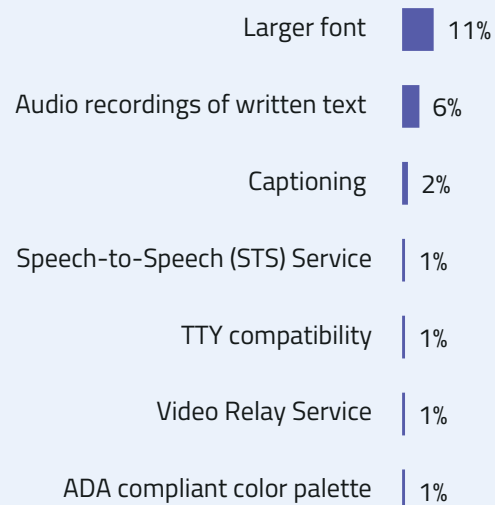
Effective and Helpful Communication

- Notifications via text remain the most effective form of communication from Liberty (55%) followed by email (27%); larger font is the most helpful (11%) element that could be incorporated

Most Effective Communications



Helpful Elements



A6 What method of communication from Liberty do you find most effective? (n=460; Total)

A12 Regardless of how communications from Liberty are received, which, if any, of the following would be helpful for you? (n=460; Total)



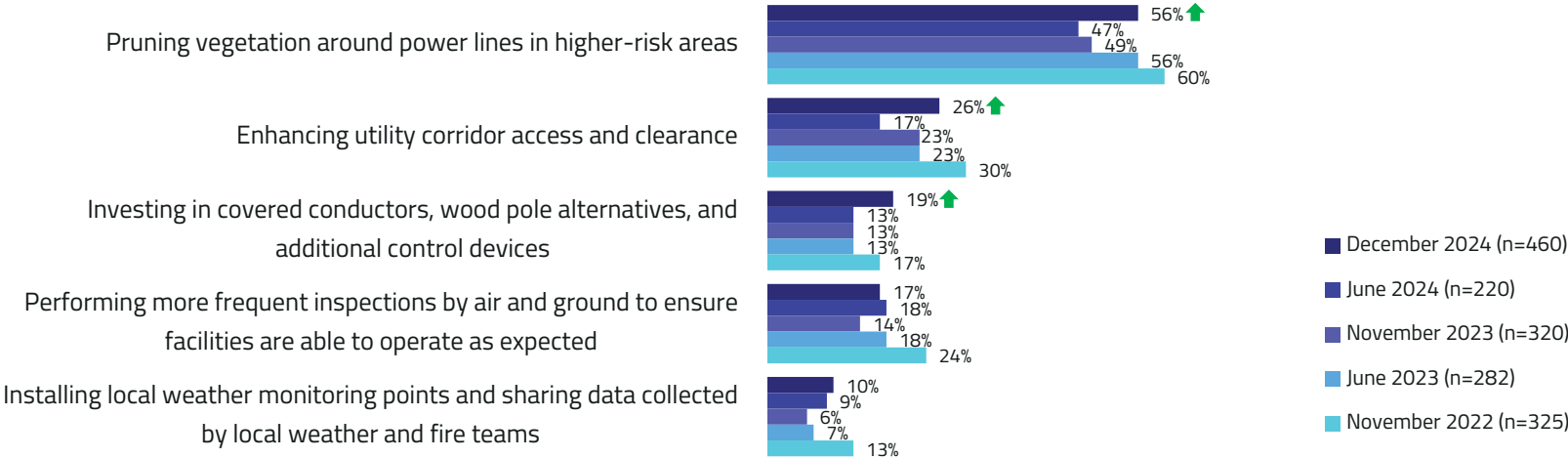
Wildfire Preparedness Actions Taken



Awareness of Liberty's Efforts

- Consistent with previous results, pruning vegetation around power lines in higher-risk areas remains at the top of the list of efforts by Liberty to reduce the risk of wildfire (56%), up significantly from June 2024 (47%)
- Enhancing utility corridor access and clearance and investing in covered conductors, wood pole alternatives, and additional control devices also saw significant increases when compared with the 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=460; Total)

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



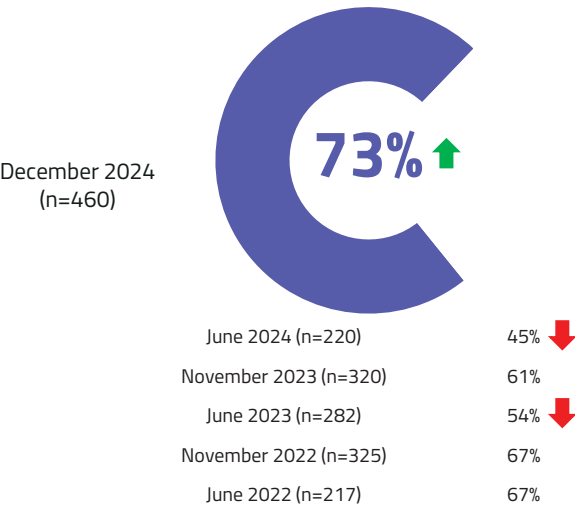
Awareness of Public Safety Power Shutoff



PSPS Awareness

- Just under three in four (73%) say they recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS,” up significantly since last wave; **Recallers** remain significantly more likely than Non-Recallers to be aware of PSPS (85% vs 50%)
- Email is the leading source of PSPS communications (47%), up significantly from last wave (26%), followed by TV news (27%) and social media (23%); **Recallers** are significantly more likely than Non-Recallers to mention email (52% vs 25%), TV news (30% vs 17%), the Liberty website (18% vs 8%), bill inserts (16% vs 8%), newspapers (14% vs 4%), and radio (13% vs 4%)

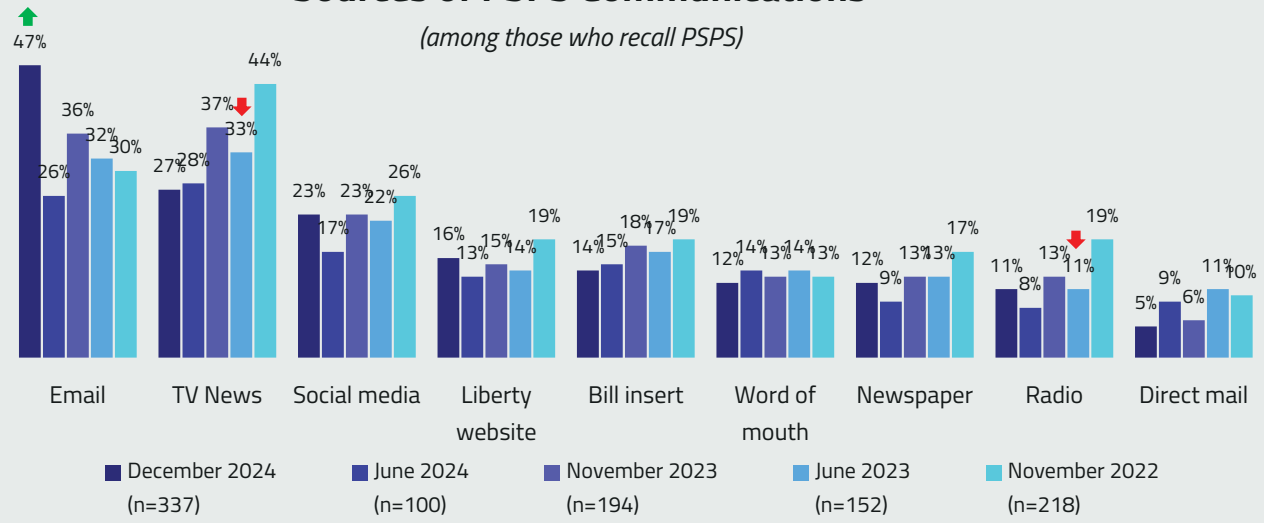
PSPS Recall



Q8 In the past year, do you recall seeing, hearing or reading the phrase ‘Public Safety Power Shutoff or PSPS?’ (n=460; Total)
Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=337; Recall PSPS Communications)

Sources of PSPS Communications

(among those who recall PSPS)



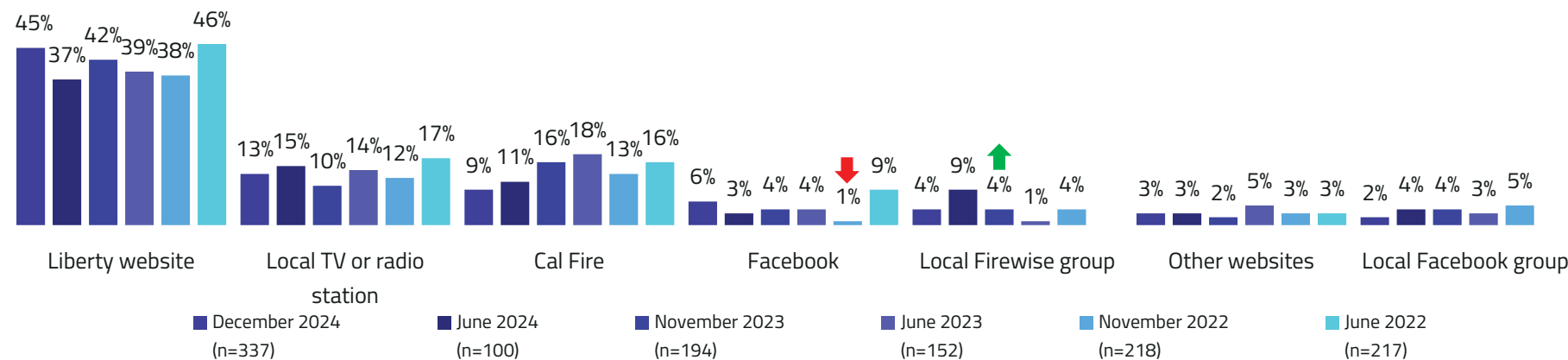
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



PSPS Information

- The Liberty website remains the most mentioned source for information about PSPS, followed by local TV or radio stations

Top 5 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=337; Recall PSPS)

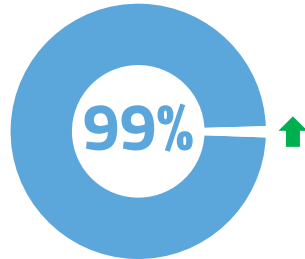
Arrows signify statistical difference at the 95% confidence level compared to the previous wave



Understanding PSPS

- Almost all (99%) of those who recall the term PSPS are aware Liberty could proactively shut off power to prevent the ignition of a catastrophic wildfire, up significantly from June 2024 (94%)
- Just over seven in ten understand PSPS is a last resort (72%) and just over eight in ten understand that the likelihood of PSPS is reduced when Liberty takes steps to harden its infrastructure (83%)

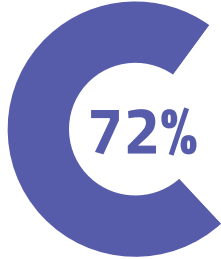
Awareness of Potential Proactive Shutoff



June 2024 (n=100)

94%

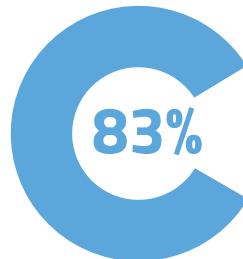
Awareness PSPS is Measure of Last Resort



June 2024 (n=100)

73%

Awareness PSPS Risk Reduced by Infrastructure Hardening



June 2024 (n=100)

77%

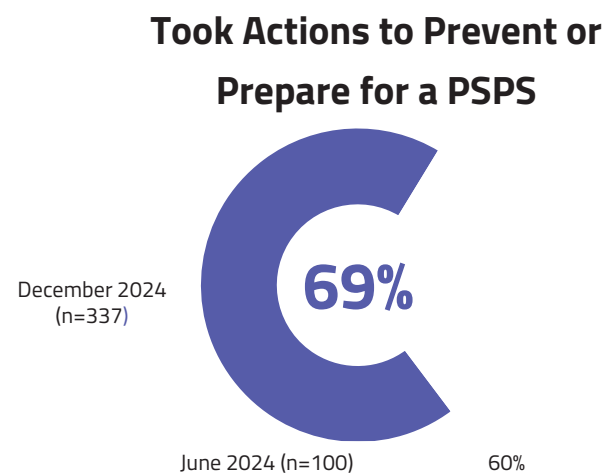
QP10A Are you aware that the utility could proactively shut off power to prevent the ignition of a catastrophic wildfire? (n=337; Recall PSPS)
QP10B Are you aware that a proactive PSPS is a measure of last resort? (n=337; Recall PSPS)
QP10C Are you aware that the likelihood of a PSPS is reduced when the utility takes steps to harden its infrastructure? (n=337; Recall PSPS)

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



PSPS Preparedness

- Just under seven in ten (69%) have taken actions to prevent or prepare their home or business in the event of a PSPS
- Generator purchases remain the most common action taken, mentioned by 35% of respondents who have taken action; trimming vegetation is the second most common action taken, mentioned by 24% of respondents



Actions Taken <i>(among those taking action)</i>	December 2024 (n=232)	June 2024 (n=60)
Generator (prep/purchase)	35%	43%
Trimmed vegetation	24%	18%
Prepared lanterns/flashlights	17%	--
Backup battery	11%	--
Switched to alternative energy source	7%	--
Created defensible space	6%	12%
Food & water storage	5%	3%
Prepared an emergency kit	3%	7%
Prepared an emergency readiness plan and contact information	1%	2%

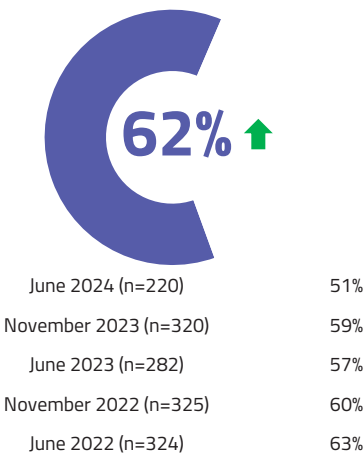
QP6. In the past year, have you taken any actions to prevent or prepare your home or business in the event of a Public Safety Power Shutoff? (n=337; Recall PSPS)
QP6A. What actions have you taken in your home or business to prevent or prepare in the event of a Public Safety Power Shutoff? (n=232; Took actions)

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

Contact Information for PSPS

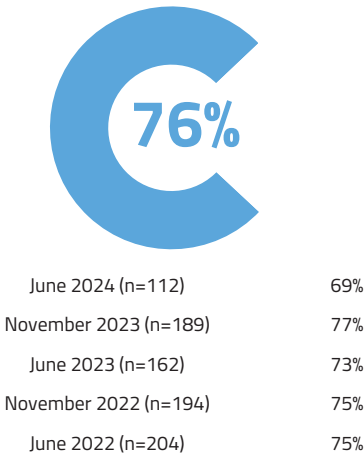
- Just over six in ten (62%) are aware they can update their contact information with Liberty, up significantly from June 2024 (51%); awareness among **Recallers** remains significantly higher than among Non-Recallers (71% vs 47%)
- Just over three quarters (76%) of those aware they can update their information have done so; **Recallers** are significantly more likely than Non-Recallers to have done so (80% vs 66%)

Awareness of Ability to Update Contact Information for PSPS



Have Updated Contact Information

(among those aware they can update contact info)



Q11 Are you aware you can update your contact information with Liberty to receive proactive notification prior to a Public Safety Power Shutoff? (n=460; Total)
Q11A Have you updated your contact information with Liberty to receive notifications prior to a Public Safety Power Shutoff? (n=285; 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 (66%), food replacement (52%), and communication (37%)
- Mentions of heating/cooling increased significantly from last wave (66% vs 54%), while mentions of communication decreased significantly (37% vs 45%)

Concerns or Challenges of an Extended Power Outage		June 2024 (n=220)	Nov 2023 (n=320)	June 2023 (n=282)	Nov 2022 (n=218)
Heating/cooling	66% ↑	54% ↓	70% ↑	56%	62%
Food replacement	52%	56%	53%	51%	54%
Communication	37% ↓	45%	40%	45%	39%
Transportation	13%	10%	12%	12%	11%
Shelter	12%	13%	12%	17%	14%
Utility pumps (well water)	10%	8%	12% ↑	6% ↓	13%
Cold storage of medication	10%	8%	7%	9%	8%
Powering medical equipment	9%	11%	12%	12%	11%

A5 In the event of an extended power outage, what are your most significant concerns or challenges? (n=460; 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

Just over four in ten (42%) of those relying on electricity for medical needs are aware Liberty provides additional notices prior to a PSPS event

One in seven (14%), indicate that another language other than English is primarily spoken; English remains preferred for communications for nearly all respondents (97%)

- Two percent mentioned Spanish as their preferred language

The majority of respondents (97%) 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=460; 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=34; Rely on electricity for medical needs)

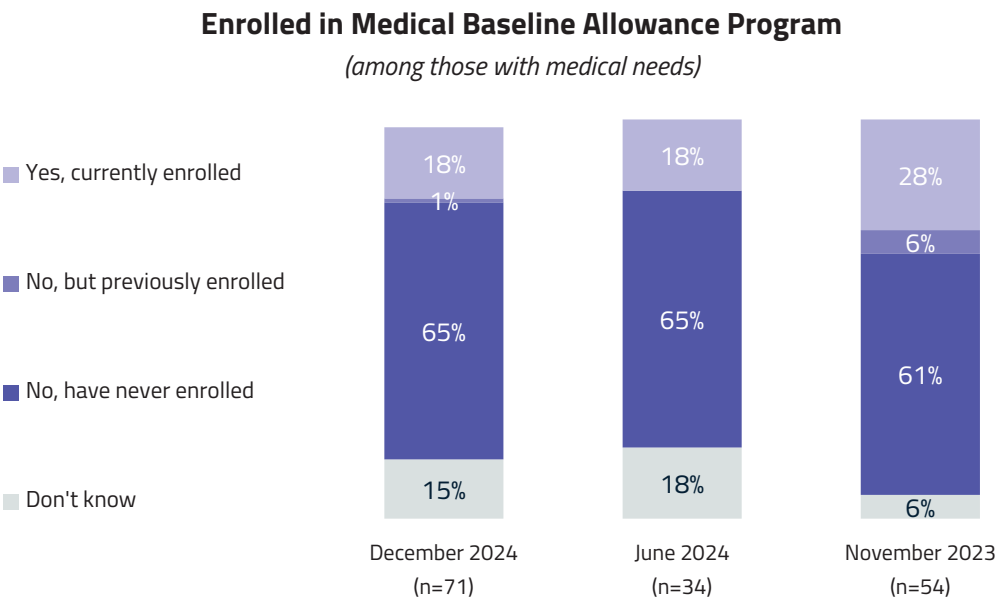
Q15 Is your primary language other than English? (n=460; Total)

Q16 Would it be helpful for you or anyone else in your household to receive communications in another language? (n=460; Total)

Q16B What is your preferred language to receive communications? (n=460; Total)

Medical Baseline Enrollment

- Just under one in five (18%) are currently enrolled in Liberty's Medical Baseline Allowance Program, consistent with the previous wave



Q14E Are you enrolled in Liberty's Medical Baseline Allowance Program? (n=34; Rely on electricity for medical needs)

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

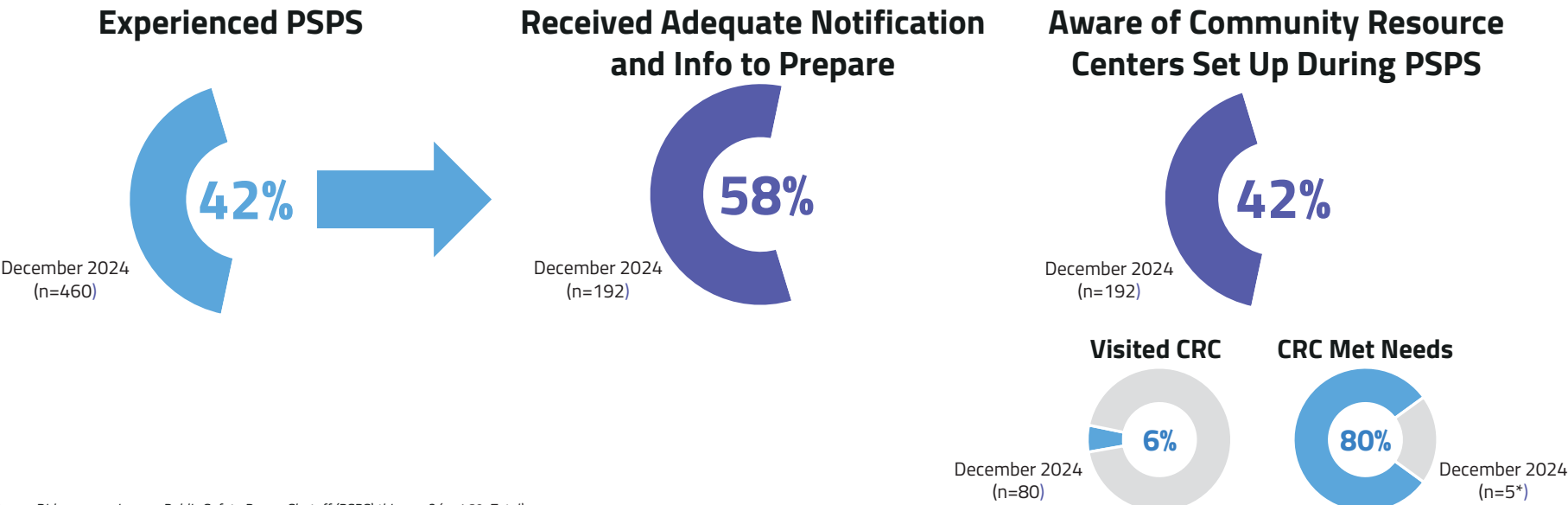


PSPS Experience



Experiencing PSPS

- Just over four in ten (42%) experienced a Public Safety Power Shutoff in 2024
- Among those who experienced a PSPS, just under six in ten (58%) said they received adequate notification and information to prepare and just over four in ten (42%) said they were aware of community resource centers set up during the PSPS



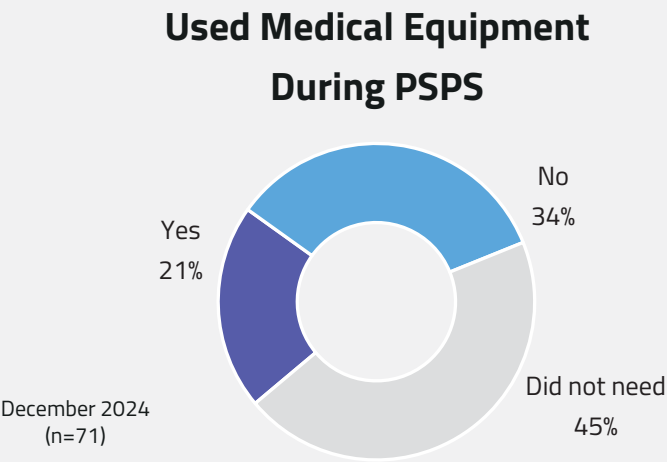
QPS1 Did you experience a Public Safety Power Shutoff (PSPS) this year? (n=460; Total)
QPS1A Did you receive adequate notification and information to prepare for the Public Safety Power Shutoff? (n=192; Experienced PSPS)
QPS1C Are you aware of Community Resource Centers set up during the Public Safety Power Shutoff? (n=192; Experienced PSPS)
QPS1D Did you visit a Community Resource Center? (n=80; Aware of Community Resource Centers)
QPS1E Did the Community Resource Center meet your needs with sufficient capacity and other functional requirements? (n=5; Visited a Community Resource Center)

*Small sample size (n<30)



Medical Equipment Use And CBO Engagement

Among those **experiencing PSPS**, one in five (21%) said **they were able to use the necessary medical equipment during the outage**, while one third (34%) indicated they were not able. Just under half (45%) said they did not need to use any medical equipment during the outage



Almost all (99%) who experienced a PSPS said they did not engage with any community-based organizations or resource networks to address food replacement, transportation, translation services, etc. Two people surveyed (1%) indicated they did engage with CBOs but, when asked to specify, simply said “none”

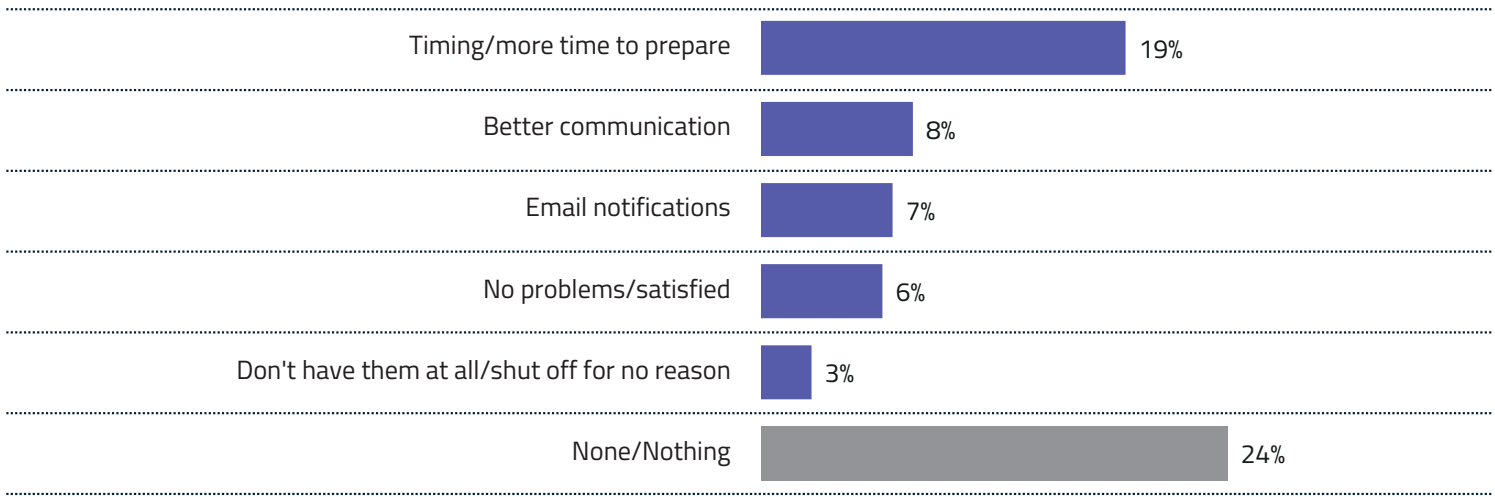
QA13 Were you able to use necessary medical equipment during the PSPS outage? (n=71; Experienced PSPS & Rely on electricity for medical needs)
QA1 During the power outage, did you engage with any community-based organizations (CBOs) or resource networks to assist in meeting your needs with food replacement, transportation, translation services, etc.? (n=192; Experienced PSPS)
QA2 What local Community Based Organizations (CBOs) or resource networks did you engage with? (n=2; Engaged with CBO)
QA3 How did you engage with the CBO or resource networks you mentioned? (n=2; Engaged with CBO)
QA4 At what point during the outage did you engage the CBOs or resource networks? (n=2; Engaged with CBO)



PSPS Notification Improvements

- Roughly one in five (19%) of those who experienced a PSPS say the number one notification improvement is timing/more time to prepare
- Three in ten (30%) are satisfied or have no recommendations for improvement

PSPS Notification Improvements



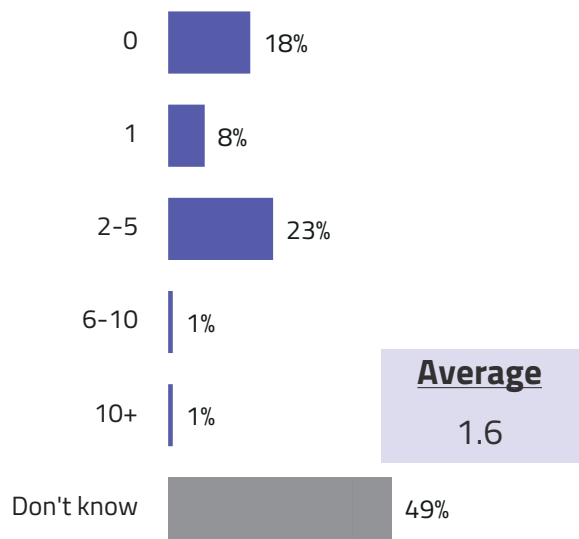
QPS1B What about the Public Safety Power Shutoff (PSPS) notification and information could have been improved? (n=192; Experienced PSPS)



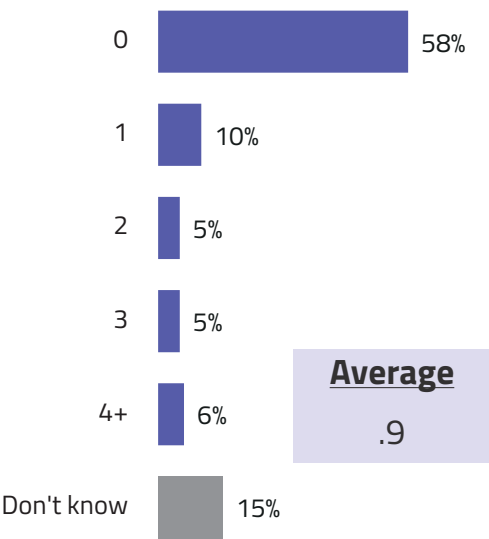
PSPS Notifications

- Half (51%) of customers received a PSPS notification while just under six in ten (58%) said they did not experience any PSPS events over the past year

Number of PSPS Notifications Received in Past Year



Number of PSPS Events Experienced in Past Year



Impact of PSPS "False Alarm"

Not specific to my area/location	8%
Nuisance	5%
Allowed for preparation	4%
Anxiety	2%
Other	20%
Don't know	6%
No effect	55%

QOSAT2 How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year? (n=460; Total)

QOSAT3 How many Public Safety Power Shutoffs have you experienced in the past year? (n=460; Total)

QOSAT5 In what ways did 'false alarm' Public Safety Power Shutoff (PSPS) notifications, where you received a notification but did not have a PSPS, affect you, personally? (n=85; Received more notifications than PSPS events experienced)

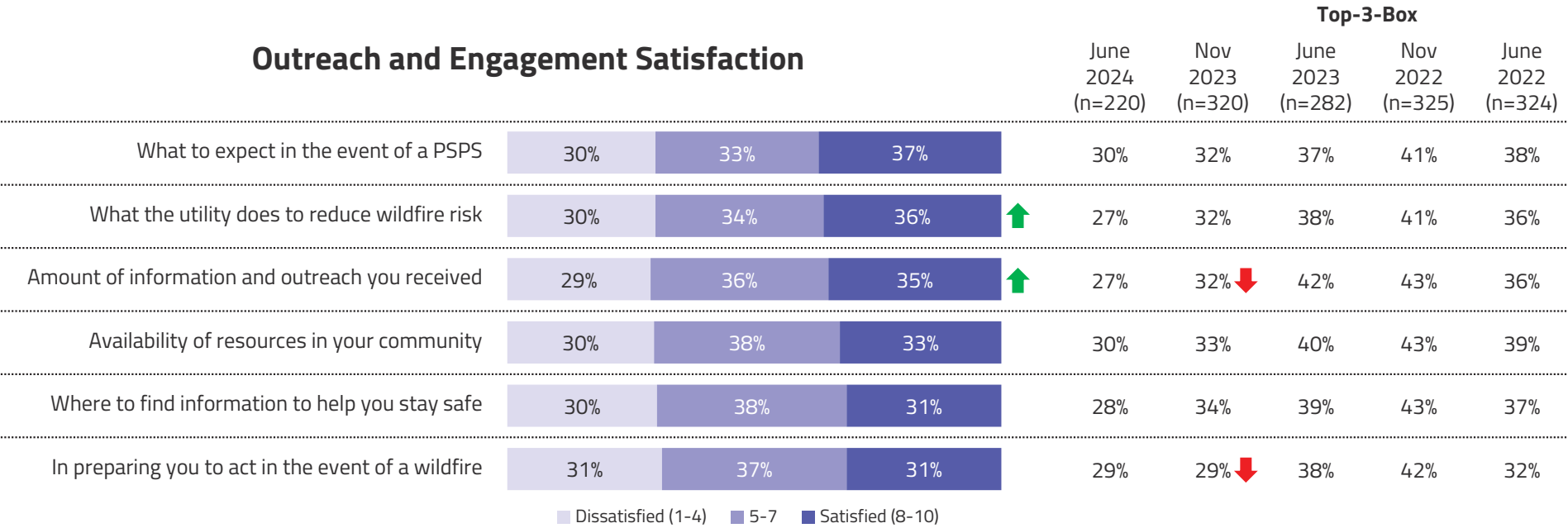


Post-PSPS





Outreach and Engagement Satisfaction

- Customers remain generally satisfied with most of the outreach and engagement they receive
- Satisfaction with what the utility does to reduce wildfire risk and the amount of information and outreach received saw significant increases compared to June 2024 (36% vs 27% and 35% vs 27%, respectively)



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=460; Total)

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



PSPS Notifications

- Almost half (45%) say that notifications should be sent if there is any possibility of a PSPS; another 41% feel that notifications should only be sent if there is a high likelihood of a PSPS

PSPS Notifications Perception	Dec 2024 (n=460)	June 2024 (n=220)	Nov 2023 (n=320)	June 2023 (n=282)	Nov 2022 (n=325)	June 2022 (n=324)
Notifications should be sent if there is any possibility of a PSPS	45%	47%	48%	51%	44% ↓	54%
Notifications should only be sent if there is a high likelihood of a PSPS	41%	42%	42%	37% ↓	45%	35%
Notifications should only be sent if a PSPS is certain to occur	14%	11%	11%	12%	11%	12%

QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=460; Total)

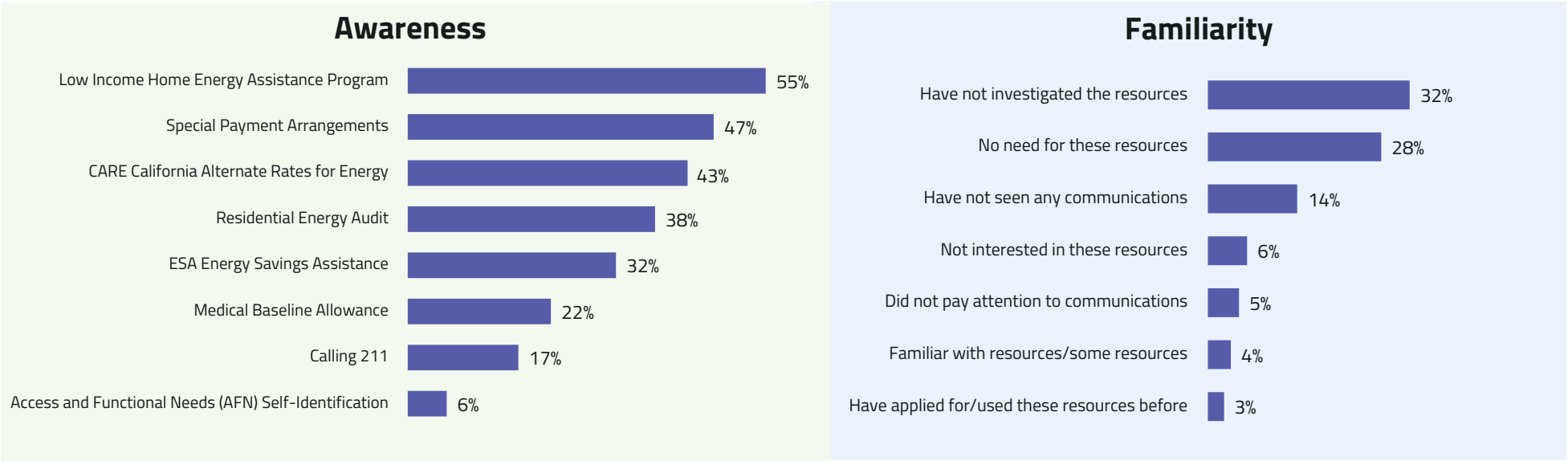


Arrows signify statistical difference at the 95% confidence level compared to the previous wave



Awareness and Familiarity of Resources

- Of the resources available to the public, just over half (55%) indicated they were aware of the Low-Income Home Energy Assistance Program, followed by Special Payment Arrangements (47%), and California Alternate Rates for Energy (43%)
- Roughly three in ten report they have not investigated the resources (32%) or have no need of the resources (28%)

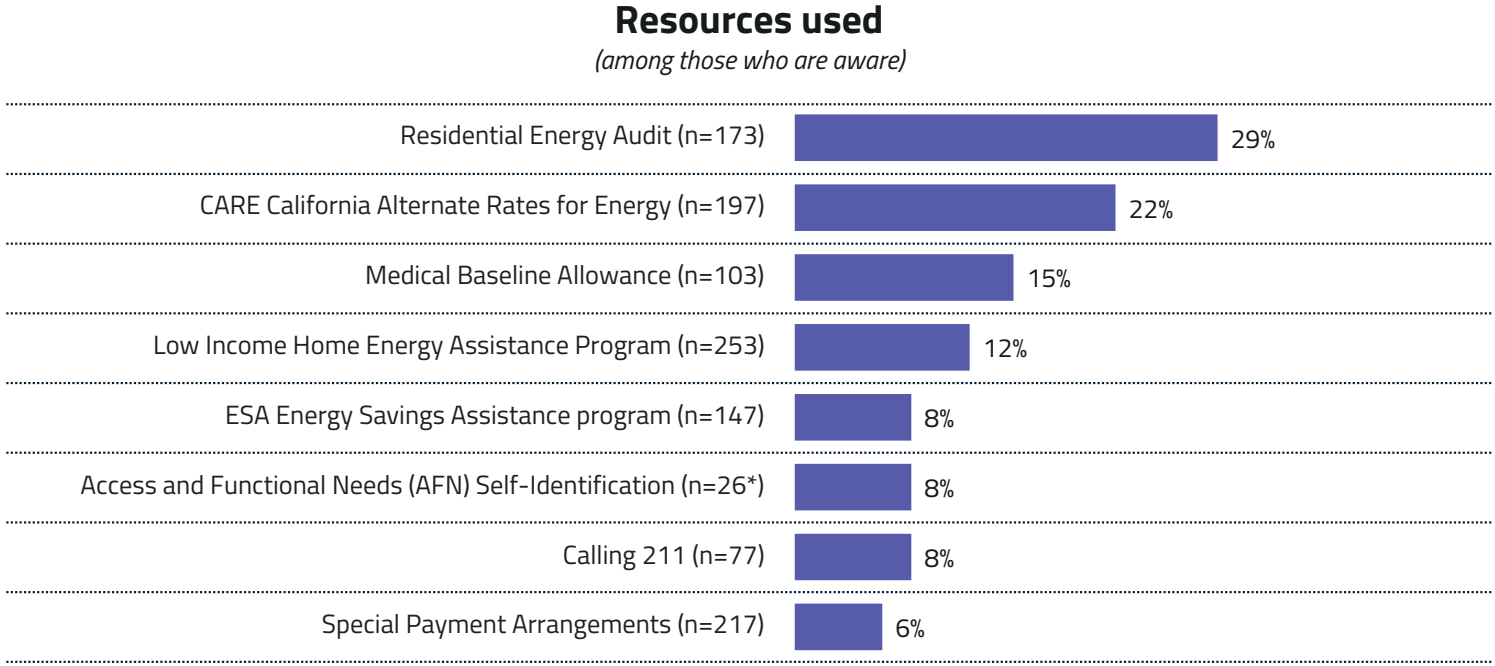


A7 Liberty supports a number of resources that are available to the public. Before today, which of the following resources have you heard of? (n=460; Total)
A8 What statement best describes your familiarity with the resources you just reviewed? (n=460; Total)



Resources Used

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



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

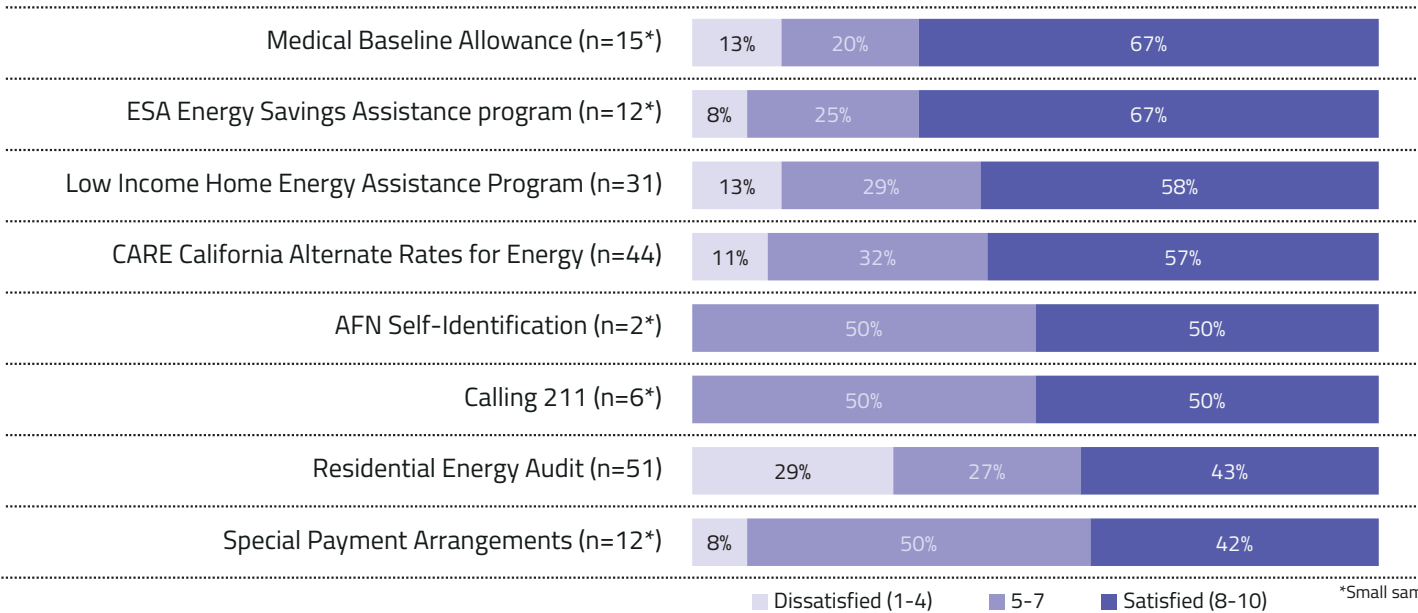
*Small sample size (n<30)



Satisfaction with Resources Used

- Satisfaction is highest with Medical Baseline Allowance (67%) and the ESA Energy Savings Assistance program (67%), and LIHEAP (58%)

Resource Satisfaction

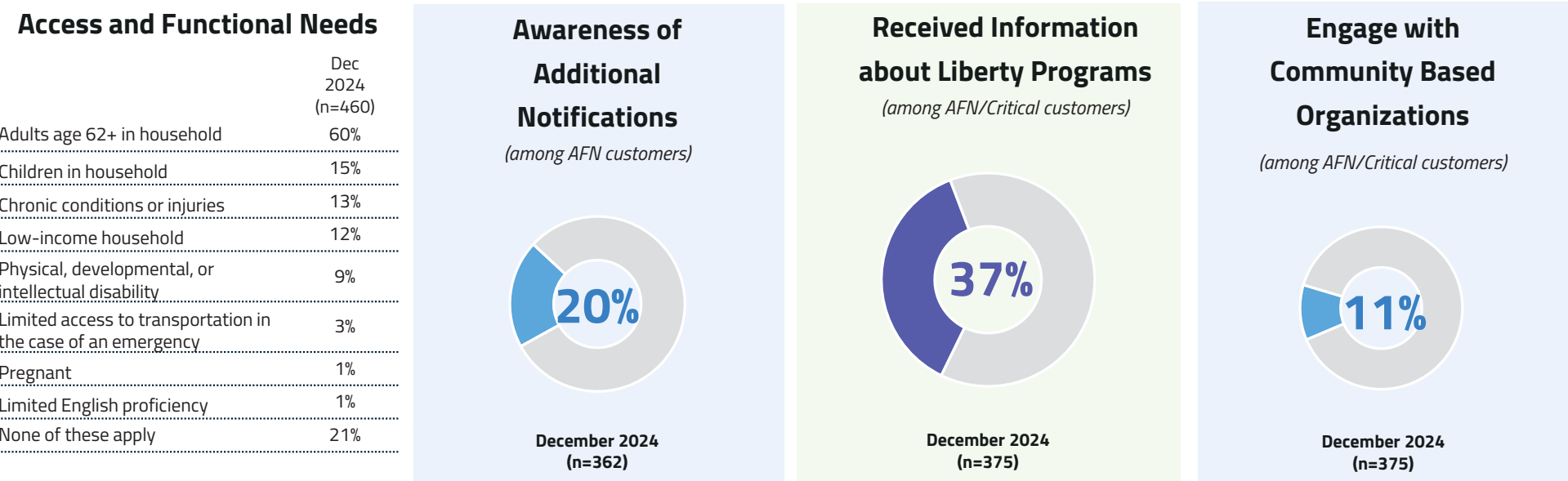


A10 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the resources you've used in the past?



Access and Functional Needs Resources

- Among the 79% of customers who indicated they have access and functional needs, 20% are aware of additional notifications and communications available
- 37% of Critical or AFN customers have received communication from Liberty about programs available and 11% indicate they engage with Community Based Organizations, outside of a PSPS context



QA11 Do any of the following apply to you or anyone in your household? (n=460; 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=362; A11=Yes)
QL3 Do you recall receiving direct communication regarding available Liberty customer programs and/or preparedness? (n=375; 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=375; A11=Yes / Critical Customer / Rely on electricity for medical needs)



AFN Summary



Key Metrics: AFN vs. Non-AFN

	AFN Customer (n=410)	Non-AFN Customer (n=50)
Aware of Wildfire Safety Communications	64%	46%
Aware of Communications from Liberty (among those aware)	40%	43%
Recall PSPS	74%	68%
Would Turn to Liberty Website for PSPS Info	44%	56%
Aware of Ability to Update Contact Info for PSPS	62%	62%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	34%	26%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	42%	--
Aware of AFN Self-Identification	6%	4%

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



Demographic Profiles: AFN vs. Non-AFN

	AFN Customer (n=410)	Non-AFN Customer (n=50)
Gender	Male – 52% Female – 41%	Male – 40% Female – 44%
Age	18-54 – 21% 55-64 – 14% 65+ – 60%	18-54 – 50% 55-64 – 34% 65+ – --
Median Income	\$107K	\$180K
Home Ownership	Own – 83% Rent – 12%	Own – 78% Rent – 10%
Reside in Liberty Service Territory	Year round – 63% 6 to 11 months – 11% Under 6 months – 20%	Year round – 64% 6 to 11 months – 16% Under 6 months – 20%
Primary Language is not English	15%	--
Responded they Rely on Electricity for Medical Needs	17%	--

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



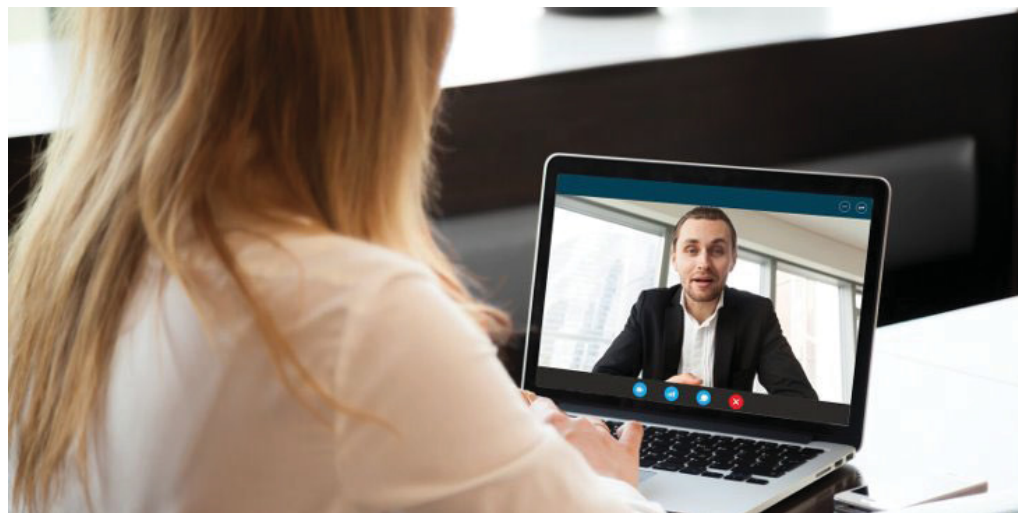
CBO Interviews



CBO Interviews

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





CBO Interviews

PSPS Awareness and Messaging

- Participants are aware of PSPS and recall messages from Liberty, but the experience varies by county
 - The participant from Mono County reported strong communications and information from Liberty, with personal interactions with their rep
 - While those in Sierra and Nevada Counties do report communications and resources from Liberty, the frequency of communication and level of resources could be improved; however, they acknowledge that the engagement is complicated by other electric utilities throughout the counties either serving customers or providing power supply
- All CBOs and agencies interviewed work to help prepare the public about PSPS, either directly or through partnership with local organizations
 - They are typically involved in providing information to those they work with through their public health, supportive services, or disability services work
 - They are able to provide PSPS-related resources or point clients to resources provided by the utilities
- Community-facing education from Liberty about PSPS is important, including an explanation of PSPS, why events are called (including the specific criteria), how to prepare, and what Liberty is doing to mitigate the potential for PSPS
 - Social media, flyers/handouts, email communications, radio/print, community events, and text alerts/calls for emergencies are recommended
 - English and Spanish are the languages required to reach the community
 - Late spring or early summer is the ideal time for messaging

PSPS Awareness and Messaging (cont.)

- Several resources are mentioned that would help the community
 - Information about how to prepare (having food/water, gas in car, batteries charged, radio available, go bags, knowing evacuation routes, etc.)
 - Support with generators or backup power, either direct to public (particularly for those with medical needs) or supporting facilities such as senior centers, hospitals, CRCs, etc.
- Participants would welcome Liberty's participation in meetings (either agency or public-facing), community events, or events at their sites
 - Agencies very much view their relationship with Liberty as a partnership, and want to ensure they coordinate information and resources with Liberty, other utilities, and public safety organizations
 - Information from Liberty that can be shared through social media (e.g., reposts), or send via email that can be copy/pasted into public-facing messaging is helpful
- Advanced notice for PSPS events is important, particularly for public health and emergency preparedness organizations
 - Providing at least 24 hours notice is important for agencies to communicate with their teams, coordinate public outreach (or being prepared to answer questions), and making plans to operate without power
 - For the public, it is also important to give as much notice as possible, especially for those with medical needs or AFN customers that need extra time to prepare
 - Regular updates are appreciated as conditions change; this allows agencies to adjust their plans and answer questions from community members



CBO Interviews

CRC Awareness and Messaging

- Awareness of CRCs in the community is mixed, potentially based on where PSPS events were called prior to this research
 - In Mono County, CRCs are well known and established, and the public was notified through social media, the Ready Mono webpage, and text/phone alerts were sent to people with energy dependency
 - In Placer County, the CRCs are known and considered a great resource, but there is a need to increase awareness and partner with Tahoe Donner PUD to ensure the entire community is supported
 - In other counties, participants are less familiar with CRCs; while they are aware of the concept, they don't have the details and are vaguely aware of what other utilities have set up
- All agree that it is important to educate the public about CRCs, so they know where they are located, when they will be operational, and the resources provided
 - Similar messaging to PSPS is recommended, including social media outreach, radio/print, distributed flyers or mailers, and text/phone notification leading up to PSPS events
 - This is especially important for the elderly population, AFN, and those with medical needs
 - Consistent and frequent messaging is important, starting in late spring and early summer
- Support with resources, such as generators, transportation, and supplies is an area where participants feel Liberty could contribute

AFN Awareness and Messaging

- All participants are very familiar with AFN and actively work to support this community
 - Most participants maintain a list of AFN community members, and provide alerts and notifications related to PSPS and other emergencies
 - Outreach efforts to enroll potential AFN customers are done through health clinics (e.g., flu shots), meal delivery, senior and home supportive services, and word of mouth through trusted partners in the community (CBOs, schools, etc.)
 - Social media is also used to spread the word about signing up for additional notifications through AFN programs, particularly in areas with large local Facebook communities
- County public health agencies are interested in potentially sharing AFN data with Liberty (and vice versa), but privacy must be taken into account; while the information is generally not covered by HIPPA, it is important to collaborate in a manner that respects consumer privacy and confirms with government and regulatory requirements
- It is important to educate the public about the additional notifications and resources they can get through AFN self-identification, as well as providing information about how to prepare to be self sufficient during an outage
- One participant mentioned the importance of proactive preparations for this audience, as it reduces the likelihood of AFN customers turning to hospitals during emergencies and overwhelming the hospital systems



CBO Interviews

Additional Resources

- Participants are aware of support resources provided by Liberty, although with varying experience and knowledge of program details
 - CARE and other income support are recalled, and organizations commonly help connect community members to these resources
 - Public health agencies are well aware of Medical Baseline and actively refer clients to Liberty's program and help them enroll
 - 211 Resources was cited as way to provide information to clients about emergency resources
 - Liberty's support for Meals on Wheels was also mentioned, and the program is noted as a good opportunity to provide additional information and resources to the senior community
- Liberty has been helpful in disseminating information to those in need of resources
 - Flyers, attendance at events, meeting with staff, and funding for Meals and Wheels are all cited as ways in which Liberty has been helpful
 - Liberty's attendance at internal, partner-facing, and community-facing events is valued
- Messaging via social media, attending community events, partnering with senior centers/CBOs, direct mailings, and bill inserts are all recommended to reach community members who could benefit from these programs

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Demographic Profiles



Respondent Profiles

Gender	Total (n=460)	Recallers (n=287)	Non-Recallers (n=107)
Male	51%	53%	49%
Female	42%	40%	47%
Age			
18 to 24	--	--	--
25 to 34	2%	1%	3%
35 to 44	10%	8%	13%
45 to 54	12%	10%	14%
55 to 64	17%	16%	17%
65 or over	53%	58%	50%
Prefer not to say	6%	7%	4%

Renter/Homeowner	Total (n=460)	Recallers (n=287)	Non-Recallers (n=107)
Own	82%	84%	79%
Rent	12%	10%	17%
Prefer not to say	5%	5%	4%
Reside in Liberty Service Territory			
Year round	63%	60%	71%
6 to 11 months	12%	13%	7%
Under 6 months	25%	27%	21%
Household Income			
Less than \$20,000	3%	3%	6%
\$20,000 to \$39,999	6%	6%	6%
\$40,000 to \$59,999	8%	8%	6%
\$60,000 to \$89,999	10%	7%	15%
\$90,000 to \$129,999	12%	13%	12%
\$130,000 to \$199,999	13%	14%	12%
\$200,000 or more	16%	16%	14%
Prefer not to say	33%	34%	30%

Q17 What is your gender? (n=460; Total)
 Q18 What is your age category? (n=460; Total)
 Q19 Do you own or rent your home? (n=460; Total)
 Q20 Which of the following best describes your annual household income? (n=460; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers



Respondent Profiles – AFN Criteria

	Total (n=460)	Recallers (n=287)	Non-Recallers (n=107)
AFN (NET)	79%	83%	69%
Age 65+	53%	58%	50%
<\$40K income	10%	9%	11%
Chronic conditions or injuries	13%	12%	12%
Limited access to transportation	3%	4%	3%
Physical, developmental, or intellectual disability	9%	9%	11%
Non-English language needs	3%	3%	5%
Medical need	15%	15%	18%

Bold denotes statistically significant difference between Recallers and Non-Recallers