

**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  
2026 AFN PLAN**

**Dated: February 2, 2026**

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2026 AFN PLAN**

Liberty Utilities (CalPeco Electric) LLC (U 933-E) ("Liberty") hereby submits its 2026 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: February 2, 2026**

**Attachment A**  
**Liberty's 2026 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

February 2, 2026

## EXECUTIVE SUMMARY

During extreme weather conditions, utilities may temporarily turn off power to specific areas to protect the safety of our customers and communities, enacting a Public Safety Power Shutoff (PSPS). This continues to be a necessary tool of last resort to prevent our electric systems from becoming a source of wildfire ignition. To support individuals with Access and Functional Needs (AFN) during PSPS, each of the Joint Investor-Owned Utilities (IOUs)<sup>1</sup> developed its respective 2026 Annual AFN PSPS Plan (“AFN Plan” or “Plan”) with assistance from regional and statewide AFN stakeholders, representing a broad spectrum of expertise. The Plan leverages the Six-Step Planning Process in the Federal Emergency Management Agency (FEMA) Developing and Maintaining Emergency Operations Plans Comprehensive Preparedness Guide 101.<sup>2</sup>

The Joint IOUs are committed to addressing the needs of individuals with AFN before, during, and after a PSPS and have established a partnership with the AFN Collaborative Council and the Joint IOU Statewide AFN Advisory Council (AFN Statewide Council)<sup>3</sup> to seek guidance and address the “Why,” “Who,” “What,” and “How” to better mitigate risk and support individuals with AFN.

The Joint IOUs acknowledge and sincerely thank the AFN Collaborative Council and AFN Statewide Council for their guidance and commitment in developing the 2026 AFN Plan.

## WHY

As climate conditions change, the threat of wildfires in California continues to grow. One critical tool used to prevent wildfires is PSPS, in which an IOU may temporarily shut off power to a neighborhood during dangerous weather conditions to prevent the electric system from becoming a source of ignition. These safety shutoffs are a measure of last resort for keeping customers and communities safe. A PSPS, although necessary, 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 PSPS on individuals with AFN.

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<sup>1</sup> San Diego Gas & Electric (SDG&E), Southern California Edison (SCE), and Pacific Gas & Electric Company (PG&E).

<sup>2</sup> 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-preparedness-recovery-operations/developing-and-maintaining-emergency-operations-plans-comprehensive-preparedness-guide).

<sup>3</sup> As of 2025, the Core Planning Team has transitioned and now listed as the AFN Statewide Council. See Appendix A for members of the AFN Statewide Council and Collaborative Council

## WHO

Liberty has made progress in identifying individuals with AFN across their respective service areas, identifying approximately 15,044<sup>4</sup> households within its service territory through community outreach efforts, leveraging program enrollment and internal data, and promoting self-identification. To support and target individuals that are electricity dependent, the Joint IOU Statewide AFN Advisory Council and AFN Core Planning Team<sup>5</sup> developed a definition of Electricity Dependent Individuals<sup>6</sup> that this Plan seeks to support. That definition remains unchanged since 2022.

**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
- Communication

Liberty understands that there is more work to be done and will continue these efforts to identify additional individuals with AFN in 2026.

## WHAT & 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. Liberty learns from feedback and best practices shared by other IOUs. These groups have shaped programs and support, and their engagement has led to measurable improvements.

Liberty's overarching goal is to mitigate the impacts of PSPS events on individuals with AFN through specialized customer outreach, education, assistance programs, and services. To assess the effectiveness of these efforts, the following key performance indicators (KPIs) are used:

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<sup>4</sup> Represents total count of AFN designations including Medical Baseline in Liberty's database.

<sup>5</sup> See Appendix B for a list of the members of the Joint IOU Statewide AFN Advisory Council and AFN Core Planning Team.

<sup>6</sup> 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, Appendix A at A8-A9; D.20-05-051, Appendix A at A8; D.19-05-042, Appendix A at A12-A14, A20-A21. The IOUs will continue to collaborate with AFN stakeholders to refine this definition as appropriate.

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 utilize mitigation services reported they were satisfied with the level of support received.

## INTRODUCTION

In accordance with the California Public Utilities Commission (Commission or CPUC) Decision (D.) 21-06-034 Phase 3 OIR Decision Guidelines and using the Six-Step Planning Process in FEMA’s Developing and Maintaining Emergency Operations Plans Comprehensive Preparedness Guide 101, the Joint IOUs worked collaboratively with the AFN Core Planning Team to implement the “Whole Community”<sup>7</sup> approach to develop an overarching Joint IOU Statewide strategy to meet the diverse needs of individuals with AFN.

Liberty will provide the CPUC with quarterly updates regarding progress towards meeting the established objectives and the impact of their efforts to address this population before, during, and after PSPS, while optimizing opportunities for consistency statewide to the extent possible.

Section 1 below provides a high-level overview of the IOUs’ shared vision for the 2026 AFN Plan and Sections 2-3 provide details for Liberty’s AFN Plan. The Joint IOUs will continue benchmarking to create a consistent response across the IOU service area where possible, recognizing that resources may not be available consistently across the state.

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<sup>7</sup> 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 with access and functional needs. Complete definition *available at* [www.fema.gov/about/glossary](http://www.fema.gov/about/glossary) (scroll down to “Whole Community”).



## 1. SUBJECT MATTER EXPERTS (ENGAGE THE WHOLE COMMUNITY)

*FEMA Step 1, Form a Collaborative Planning Team. 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.*

A Core Planning Team, comprised of volunteers from the Statewide Council and the Joint IOUs, was created to develop the annual Access and Functional Needs (AFN) Plan. To encourage more of a “whole community approach” the Joint IOUs began leveraging the 2025 Statewide Council quarterly meetings for the development of the 2026 AFN plan. This new approach increased transparency and stakeholder participation while alleviating the time constraints typically faced during Q4 planning. The new structure removed the need for a separate Core Planning Team and maintains adherence to the 6-Step FEMA planning process.

The Joint IOU Statewide AFN Advisory Council is comprised of eighty-nine organizations representing the diverse needs of the AFN community. The table below reflects the organizations involved in the development of the 2026 AFN Plan.

**Table 1 Engaging the Whole Community**

<b>Planning Group</b>	<b>Participants/Stakeholders</b>
<b>AFN Collaborative Council (per the Phase 3 OIR PSPS Decision)</b> - (see appendix A for full list):	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)
	2-1-1 <sup>1</sup>
<b>AFN Statewide Council</b> (See appendix B for full list of invited participants):	Bear Valley Electric Services (BVES)
	California Association of Area Agencies on Aging (C4A)
	California Department of Developmental Services (DDS)
	California Department of Rehabilitation (DOR)
	California Department of Social Services (DSS)
	California Public Utilities Commission (CPUC)
	County Welfare Directors Association of California (CWDA)
	Deaf Link
	Disability Action Center (DAC)
	Disability Policy Consultant
	Disability Rights California (DRC)
	Eastern Los Angeles Regional Center (ELARC)
	Hospital Council
	Interface Children & Family Service
	Kern Regional Center (KERNRC)
	Liberty Utilities
	North Los Angeles County Regional Center (NLACRC)
	PacifiCorp
	Redwood Coast Regional Center (RCRC)
San Diego Regional Center (SDRC)	
San Gabriel/Pomona Regional Center (SGPRC)	
<b>Joint IOUs</b>	San Diego Gas & Electric (SDG&E)
	Southern California Edison (SCE)
	Pacific Gas & Electric (PG&E)

As a key component to engaging the Whole Community in planning, Liberty will continue to participate in and observe the AFN Collaborative Council, the Joint IOU Statewide AFN Advisory Council, and other regional and statewide AFN experts such as community-based organizations (CBOs), healthcare partners, and local government agencies. These groups serve as thought leaders and offer insights, feedback, and input on the IOUs’ customer strategy, programs, and priorities. Liberty seeks to

conduct regular meetings with these subject matter experts to actively identify issues, opportunities, and challenges related to Liberty’s ability to mitigate the impacts of wildfire safety strategies, namely PSPS.

The planning process presented provides opportunities to collect feedback and implement strategic improvements with details included in specific IOU plans. Liberty continues to look at program offerings, conduct outreach and education, as well as continue to support program awareness to eligible populations.

## **1.1. PURPOSE, SCOPE, SITUATION OVERVIEW, AND ASSUMPTIONS**

### **1.1.1 Purpose/Background - WHY**

The Plan focuses on mitigating the impacts of PSPS for individuals with AFN. Liberty intends 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 2026 AFN Plan addresses the following:**

- Who Liberty needs to communicate with
- What resources and services are needed during PSPS
- How Liberty communicates with individuals with AFN
- How Liberty makes resources and service available to individuals with AFN

### **1.1.2 Scope - WHO**

Liberty and the CPUC use the definition of AFN as defined by the California Government Code §8593.3: “individuals who have developmental or intellectual disabilities, physical disabilities, chronic conditions, injuries, limited English proficiency, or who are non-English speaking, older adults, 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 and those who are pregnant.”<sup>§</sup>

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 Public Safety Power Shutoff, for reasons including, but not limited to:

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<sup>§</sup> See also D.19-05-042 at p. 28.

- Medical and Non-Medical
- Behavioral, Mental, and Emotional Health
- Mobility and Movement
- Communication

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 clearance vests, cough assistive devices, hemodialysis
  - Nutritional equipment: gastric feed tube, specialized diet meal preparation equipment (e.g., feeding pumps, blenders)
  - 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 Equipment:**
  - Moving and positioning equipment: Lifts, mobility tracking system, power wheelchairs and mobility scooter, in home chair lift, electric bed
- **Communication:**
  - Augmentative communication devices (e.g., tablets, wearables, eye gaze), alert systems
  - Powered equipment for hearing or vision support (e.g., alert systems)

### 1.1.3 Situational Overview

*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.*

The “Understand the Situation” phase 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.

The AFN Statewide Council has identified the following key risks of PSPS:

- 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. Liberty recognizes that the impacts of PSPS are dynamic and are committed to supporting customers before, during, and after a PSPS.

#### **1.1.3.1 AFN Population– AFN Identification/Heat Map**

Liberty has made progress in identifying the Electricity Dependent individuals with AFN through program enrollments and enabling self-identification. Each IOU identifies the following customers in their respective databases as AFN:

- Customers enrolled in the following programs:
  - California Alternate Rates for Energy (CARE)
  - Medical Baseline (MBL),
- Customers who self-identify as:
  - Customers with disabilities
  - Customers with chronic conditions or injuries
  - Customer with limited English proficiency; or
  - Transportation disadvantaged customers
- Older adults
  - Liberty has a customer data process to identify elderly customers as AFN

Table 2 below accounts for the number of customers identified as AFN in each utility service area, as well as those most likely to experience a PSPS.

**Table 2 Joint IOU Access & Functional Needs Individuals<sup>9</sup>**

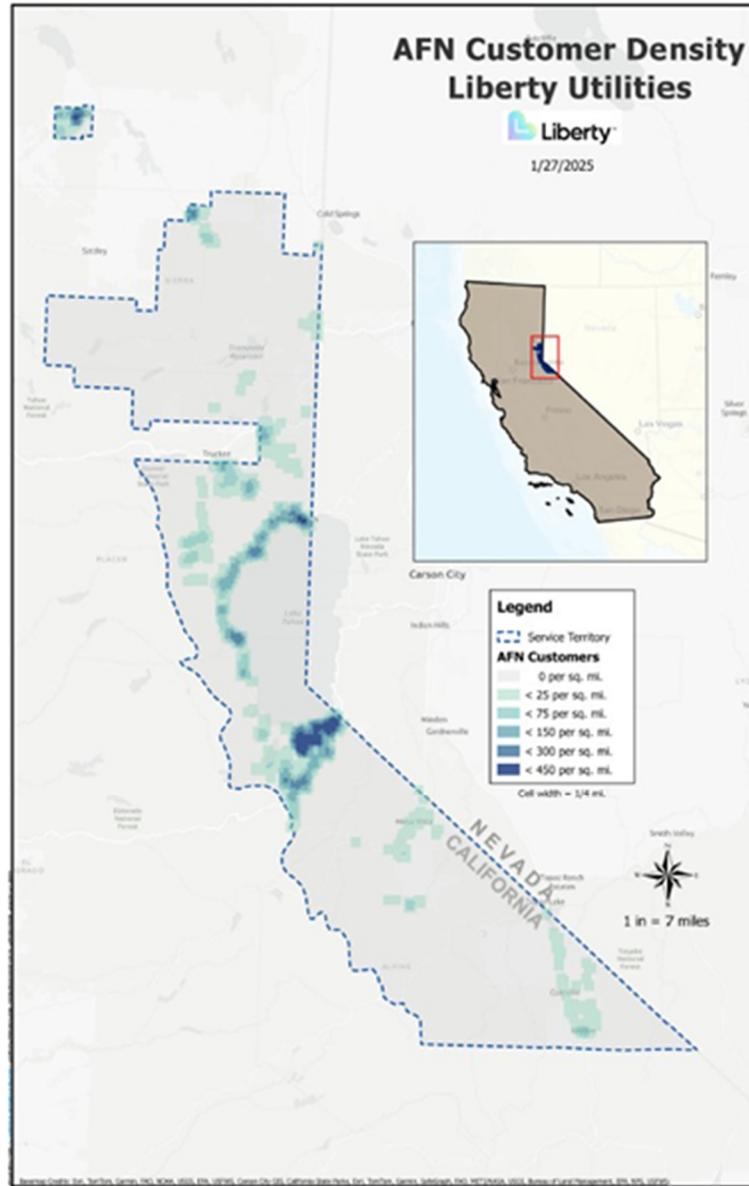
	<b>MBL Individuals</b>	<b>Individuals Identified as AFN</b>	<b>Percentage of Individuals Identified as AFN base of Total Residential Customer Base</b>
<b>Liberty</b>	<b>Total: 262</b>	<b>Total: 14,782</b>	<b>34%</b>

Liberty’s AFN density map, depicted below, allows for quick identification of geographical areas with larger populations of individuals with AFN.<sup>10</sup> These maps enable the utilities to strategically allocate resources by geography such as staffing a support site or Customer Resource Center for individuals who are experiencing a PSPS. See **Figure 1**.

<sup>9</sup> Data collected as of January 2026.

<sup>10</sup> See Section 1.1.2 for definition.

**Figure 1** Service Area Map of Liberty Customers with AFN



In 2026, the IOUs will continue identifying individuals who are electricity dependent above and beyond those enrolled in the Medical Baseline Allowance Program, through direct outreach to customers in Liberty’s service area.

#### **1.1.4 Planning Assumptions**

Below are the initial planning assumptions used when developing the annual AFN Plan:

- For PSPS, every effort is made to provide notification in advance of power shutoff
- Resources are available to individuals with AFN regardless of advanced notification

- Effective support of individuals with AFN requires a Whole Community approach (e.g., utilities, Community Based Organizations, non-profits organizations, government agencies)
- PSPS may occur concurrently with unrelated emergencies (e.g., active wildfires, earthquakes, floods, tsunamis, cyber-attacks, technological hazard incidents)
- The IOUs will continue to create a consistent statewide response with our support services (e.g., food support, accessible transportation, Community Resource Centers (CRCs), etc.) to PSPS, acknowledging there are different needs based on geographic areas
- The scope of PSPS can increase or decrease as weather conditions are monitored across the service area

## **1.2 Operational Priorities - WHAT**

*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 PSPS on individuals with AFN served by Liberty through continuation of customer outreach, education, assistance programs, and assessment of opportunities for improvement.

Liberty will continue our commitment to mitigating impacts of PSPS by focusing on key objectives identified through the 2026 planning meetings. Progress will be reported out within the Liberty Quarterly updates. 2026 Key Objectives:

- Increase awareness of IOU programs and services available before, during, and after a PSPS
- Continue to identify individuals who are Electricity Dependent
- Identify new enhancements to programs and resources needed to mitigate the impacts of PSPS
- Coordinate and integrate resources with state, community, and utility to minimize duplication

## **1.3 Plan Development**

*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.*

Liberty will continue to prudently deliver consistent services and resource offerings within

the plan development framework. The programs and eligibility may differ by service area.

Recommendations to meet the Key Objectives for 2026:

**Increase awareness of Liberty programs and services available before, during, and after a PSPS**

- Liberty will continue to identify opportunities to participate in outreach events and connect with CBOs to engage to share utility preparedness messaging.
- Liberty will continue to maintain relationships with CBOs as trusted messengers for outreach information.
- Liberty will assess opportunities to improve access to materials that facilitate simple outreach and message consistency.

**Continue to identify individuals who are Electricity Dependent**

- Liberty will continue to refine outreach tactics through collaborative efforts to increase awareness of AFN identification and customer assistance programs with local partners (e.g., CBOs, collaborative outreach, presentations).
- Liberty will continue to share preparedness materials and AFN self-identification information with customers through established communication channels.

**Identify new enhancements to programs and resources needed to mitigate the impacts of PSPS**

- Liberty is planning to implement a backup battery program for MBL customers in 2026 and plans to issue an RFP in Q1 2026.

**Coordinate and integrate resources with state agencies, community-based organizations, and the utilities to minimize duplication**

- Liberty will continue to engage with state agencies, community based organizations, and public safety partners through inclusion in PSPS planning efforts and regular communication throughout the year.

**1.4 Plan Preparation and Review**

*FEMA Step 5, Prepare and Review the Plan – This step is a process of preparing the document and getting it ready for implementation.*

Prior to finalizing the 2026 AFN Plans, the Joint IOUs provided members of the AFN Collaborative Council and AFN Statewide Council a draft plan for their review. As a result, each of the IOUs will file their respective 2026 AFN Plans with the CPUC by January 31, detailing its programs to support individuals and communities with AFN before, during, and after PSPS.

### **1.5 Plan Implementation**

*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 pursue progress on goals and objectives as specified in the Plan. Additionally, Liberty will provide quarterly updates on progress made and report on performance through identified success measures and metrics.

### **1.6 Research and Surveys**

In 2026, Liberty will continue to collaborate and share best practices as they solicit feedback about PSPS resources offered to individuals with AFN through a variety of channels including participation in the AFN Council and engagement with local stakeholders.

Liberty will continue engagement with local governments, tribes, and critical facilities; presentations for customers and communities; wildfire and PSPS awareness surveys; feedback via digital channels; PSPS Tabletop Exercises; and notification message testing.

Liberty is committed to continuously assessing the needs of individuals with AFN before, during, and after a PSPS; considering feedback from trusted networks and established relationships with community based organizations, local governments, and tribal contacts supporting AFN populations.

### **1.7 Success Measures and Metrics**

In 2026, Liberty will continue to use the Key Performance Indicators (KPIs) that were developed with the AFN Core Planning Team for the 2022 AFN Plan. These KPIs seek to measure the impacts of PSPS on individuals with AFN, awareness of support programs, and satisfaction of services offered.

#### **Key Performance Indicators to measure the impact<sup>11</sup>:**

1. The percentage of individuals with AFN who were aware of what support and resources were available to them during a PSPS.

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<sup>11</sup> Metrics related to KPI 4 are reported in section 2.1.6 and PSPS Post-Season surveys.

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 utilize mitigation services (e.g. 211 support, CRC centers, battery programs) reported they were satisfied with the level of support received.

# Appendix A

## ACCESS AND FUNCTIONAL NEEDS COLLABORATIVE COUNCIL:

Name	Organization	Title
Aaron Carruthers <sup>12</sup>	State Council on Developmental Disabilities (SCDD)	Executive Director
Alana Hitchcock	California 211	Executive Director
Andy Imparato	Disability Rights California (DRC)	Executive Director
April Johnson	San Diego Gas & Electric (SDG&E)	Customer Programs Supervisor
Audrey Williams	California Public Utilities Commission (CPUC)	Project and Program Supervisor
Aurora Cantu	Southern California Edison (SCE)	Senior Advisor, PSPS Customer Support and Accessibility
Britney Gaines	California Public Utilities Commission (CPUC)	Research Data Specialist
Chris Zenner <sup>13</sup>	Pacific Gas & Electric Company (PG&E)	Vice President, Residential Services & Digital Channels
Christina Rathbun	San Diego Gas & Electric (SDG&E)	Access and Functional Needs Project Manager
Dana Golan	San Diego Gas & Electric (SDG&E)	Vice President of Customer Services
Danielle Finch	San Diego Gas & Electric (SDG&E)	Director of Customer Success

<sup>12</sup> Aaron Carruthers is the Co-Chair of the AFN Collaborative Council.

<sup>13</sup> Chris Zenner is the Co-Chair of the AFN Collaborative Council, PG&E Vice President of Customer Channels and Services.

Name	Organization	Title
Hollie Bierman	San Diego Gas & Electric (SDG&E)	Director, Customer Programs
James Cho	California Public Utilities Commission (CPUC)	Program Manager
James Dui	California Public Utilities Commission (CPUC)	Public Utilities Regulatory Analyst
Jendy Burchfield	Southern California Edison (SCE)	Vice President, Customer Operations
Jennifer Guenther	Liberty	Senior Regional Manager - West
Jennifer Ocampo	Southern California Edison (SCE)	Senior Advisor, Access and Functional Needs
Jenny Limones	Pacific Gas & Electric Company (PG&E)	AFN Program Specialist, Expert
John Hagoski	San Diego Gas & Electric (SDG&E)	Customer Programs Advisor
Jordan Davis	Disability Rights California (DRC)	Attorney
Junaid Rahman	California Public Utilities Commission (CPUC)	Senior Regulatory Analyst
Karen Mercado	Disability Rights California (DRC)	Senior Administrative Assistant - Executive Unit
Kate Marrone	Liberty	Regulatory Analyst
Katelin Scanlan	San Diego Gas & Electric (SDG&E)	Manager, Customer Engagement
Kayla Price	Bear Valley Electric Services (BVES)	Customer Service Supervisor

Name	Organization	Title
Lisa Corbly	Pacific Power	Emergency Management
Lizz Stout	Pacific Gas & Electric Company (PG&E)	Program Manager, Principal
Lori Blackwell	Southern California Edison (SCE)	Principal Manager, Outage and PSPS
Maria Jaya	California Public Utilities Commission (CPUC)	Researcher
Matthew Fehse	San Diego Gas & Electric (SDG&E)	Access and Functional Needs Regulatory and Compliance Advisor
Michelle Uzeta	Disability Rights Education and Defense Fund	Interim Executive Director
Moustafa Abou-Taleb	California Public Utilities Commission (CPUC)	Public Utilities Regulatory Analyst
Nicholas Raft	Liberty	Regulatory Analyst
Paul Marconi	Bear Valley Electric Services (BVES)	President, Treasurer, & Secretary, Board Director
Pooja Kishore	PacifiCorp	Renewable Compliance Officer
Robb Henderson	San Diego Gas & Electric (SDG&E)	Communications Advisor
Robert Carbajal	Southern California Edison (SCE)	Senior Manager, Customer PSPS Compliance and Strategy
Robert Hand	California Foundation for Independent Living Centers (CFILC)	Interim Executive Director

<b>Name</b>	<b>Organization</b>	<b>Title</b>
Rosa Perea	Southern California Edison (SCE)	Senior Manager, PSPS Support and Accessibility
Sarah Lee	Southern California Edison (SCE)	Senior Advisor, Public Safety
Sean Matlock	Bear Valley Electric Services (BVES)	Energy Resource Manager / Assistant Corporate Secretary
Tawny Re	Bear Valley Electric Services (BVES)	Customer Program Specialist
Tom Smith	Pacific Gas & Electric Company (PG&E)	Sr. Manager, LCE Planning & Operations
Vance Taylor	California Governor's Office of Emergency Services (Cal OES)	Chief, Office of Access and Functional Needs

**JIOU STATEWIDE ADVISORY COUNCIL PARTICIPANTS:**

<b>Name</b>	<b>Organization</b>	<b>Title</b>
Adam Willoughby	California Department of Aging (CDA)	Asst. Director of Legislation and Public Affairs
Alana Hitchcock	California 211	Executive Director
Alexandria (Giobbi) Moffat	San Diego Gas & Electric (SDG&E)	Director of Clean Transportation
Alicia Menchaca	Bear Valley Electric Services (BVES)	Rate Analyst

Name	Organization	Title
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
Annabel Vera	California Department of Social Services (DSS)	Program Analyst
Anthony Hoang	San Gabriel/Pomona Regional Center	Emergency Coordinator
April Johnson	San Diego Gas & Electric (SDG&E)	Customer Programs Supervisor
Aurora Cantu	Southern California Edison (SCE)	Senior Advisor, PSPS Customer Support and Accessibility
Carolyn Nava	Disability Action Center (DAC)	Executive Assistant
Chris Bober	Pacific Gas & Electric Company (PG&E)	Director, Customer Care
Chris Garbarini	California Department of Developmental Services (DDS)	Senior Emergency Services Coordinator
Chris Zenner	Pacific Gas & Electric Company (PG&E)	Vice President, Residential Services & Digital Channels
Christina Mills	California Association of Area Agencies on Aging (C4A)	Executive Director
Christina Rathbun	San Diego Gas & Electric (SDG&E)	Access and Functional Needs Project Manager
Dan Heller	Deaf Link	President

Name	Organization	Title
Dan Okenfuss	California Foundation for Independent Living Centers (CFILC)	Public Policy Manager
Danielle Finch	San Diego Gas & Electric (SDG&E)	Director of Customer Success
Eleonore Yotsov	PacifiCorp	Director, Emergency Management, PacifiCorp
Eric Schwarzrock	Liberty	President
Evan Duffey	Pacific Gas & Electric Company (PG&E)	Manager, Forecasting and Operations
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 Dui	California Public Utilities Commission (CPUC)	Senior Utilities Engineer
Jeana Arnold	Pacific Gas & Electric Company (PG&E)	ADA Specialist, Expert
Jendy Burchfield	Southern California Edison (SCE)	Vice President, Customer Operations
Jennifer Guenther	Liberty	Senior Regional Manager - West
Jennifer Nerida	Pacific Gas & Electric Company (PG&E)	Senior ADA Specialist

Name	Organization	Title
Jennifer Ocampo	Southern California Edison (SCE)	Senior Advisor, Access and Functional Needs
Jenny Limones	Pacific Gas & Electric Company (PG&E)	AFN Program Specialists, Expert
Jonathan Malicdem	Department of Social Services (DSS)	Unknown
Jordan Davis	Disability Rights California (DRC)	Attorney
Jordan Parrillo	Liberty	Manager of 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	Customer Care Manager
Katelin Scanlan	San Diego Gas & Electric (SDG&E)	Manager, Customer Engagement
Kay Chiodo	Deaf Link	CEO
Kayla Price	Bear Valley Electric Services (BVES)	Customer Service Supervisor

Name	Organization	Title
Kelly Brown	Interface Children & Family Services	Community Information Officer
Kendall Skillicorn	California Department of Social Services (DSS)	Bureau Chief, Department Operations Bureau
Kevin Sharp	Pacific Gas & Electric Company (PG&E)	Customer Insights Strategies
Kristopher Bourbois	San Diego Gas & Electric (SDG&E)	Financial Planning - Senior Business Analyst II
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 (DSS)	Deputy Director, Adult Programs Division
Lisa Corbly	Pacific Power	Emergency Management Specialist
Lizz Stout	Pacific Gas & Electric Company (PG&E)	AFN Program Manager
Lori Blackwell	Southern California Edison (SCE)	Principal Manager, Outage and PSPS
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)	Researcher

Name	Organization	Title
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Miguel Larios	San Diego Regional Center (SDRC)	Director, Community Services
Moustafa Abou-Taleb	California Public Utilities Commission (CPUC)	Safety Policy Division
Nguyen Quan	Bear Valley Electric Services (BVES)	Regulatory Affairs
Nicole Pacheco	California Council of the Blind (CCB)	Operations Manager
Paul Marconi	Bear Valley Electric Services (BVES)	President, Treasurer, & Secretary
Pooja Kishore	PacifiCorp	Renewable Compliance Officer
Rick Yrigoyen	California Department of Social Services (DSS)	Staff Services Manager
Robb Henderson	San Diego Gas & Electric (SDG&E)	Communications Advisor
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Name	Organization	Title
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Samuel Jain	Disability Rights California (DRC)	Senior Attorney
Sarah Harris	California Department of Rehabilitation	Section Chief, Independent Living and Assistive Technology
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Sheri Farinha	NorCal Services for Deaf and Hard of Hearing	Chief Executive Officer
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Zeus Ferrao	Southern California Edison (SCE)	Customer Insights Project Manager, Advisor

## **2. CONCEPT OF OPERATIONS**

### Public Safety Power Shutoff Events

In response to extreme weather conditions, Liberty enacted PSPS in its service territory on November 5, 2025. 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.

Previously, Liberty has enacted PSPS 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.

Specific details regarding Liberty's 2024 PSPS events are available on Liberty's website.<sup>10</sup>

### **2.1 Preparedness/Readiness (Before Power Shutoff)**

#### **2.1.1 AFN Identification Outreach**

In 2026, 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 that remains available. Liberty does not currently participate in 211 Care Coordination contracts; however, 211 partnership continues to be an area of further exploration in 2026 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 maintain CBO and agency connections throughout the service territory, including areas where 211 is not yet active.

##### Resource Planning and Partnerships

In 2025, Liberty continued to maintain its partnerships with local agencies and CBOs and intends to continue to expand these partnerships in 2026. 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.

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

The most recent round of shelf-stable food items was delivered in Q4 of 2025.

Additionally, Liberty continues to seek collaborative opportunities to provide resource support for AFN communities beyond elderly populations.

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**

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 2026. Liberty has finalized its Statement of Work (“SOW”) and Request for Proposals (“RFP”) materials for this program and plans to initiate an RFP in February of 2026.

### **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 emergency 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, a tabletop PSPS exercise, and a full-scale PSPS exercise. Dates are to be determined at this time. 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 September 2025. In November 2025, Liberty experienced one PSPS event that required on-the-job training of additional CRC leads. CRC-related lessons learned from this event will be included in future training. Liberty’s third-party contractor, Fire Dawg, also provided significant support during this PSPS event 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 links directing to PSPS preparedness information, customer assistance program information including AFN-self ID, and web resource information to CBO contacts via email on August 8, 2025. 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 2025 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 2026 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 Strategic Growth & Community Affairs Manager, working primarily with AFN matters, served as a member of the Community Action Council of El Dorado County in 2025. 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 conducts 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 2026. 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 2025, completing 24 outreach events.

2025 outreach events included:

- Tahoe Family Resource Center Bilingual Presentation, South Lake Tahoe, CA, January 22, 2025

- El Dorado County LIHEAP Collaboration, South Lake Tahoe, CA, February 11, 2025
- Customer Service Open House, Kings Beach, CA, February 26, 2025
- Customer Service Open House, South Lake Tahoe, CA, March 28, 2025
- South Lake Tahoe Business Expo, South Lake Tahoe, CA, April 3, 2025
- South Lake Tahoe Earth Day, South Lake Tahoe, CA, April 19, 2025
- Palisades Earth Day, Truckee, CA, April 26, 2025
- Customer Service Open House, Loyalton, CA, April 30, 2025
- Customer Service Open House, Portola, CA, April 30, 2025
- Senior Center Presentation, South Lake Tahoe, CA, May 7, 2025
- Washoe Tribe Alpine County Create the Good Lunch, Markleeville, CA, May 9, 2025
- Wildfire Safety Expo, South Lake Tahoe, CA, May 24, 2025
- Placer County Fire Prevention Town Hall, Kings Beach, June 17, 2025
- Sierra County Health and Wellness Fair, Loyalton, CA, August 2, 2025
- Tahoe Valley Townhomes Open House, South Lake Tahoe, CA, August 4, 2025
- Sierra Community House Back to School Vaccine Clinic, Kings Beach, CA, August 20, 2025
- Sierra Valley Senior Apartments, Loyalton, CA, September 10, 2025
- Fire Fest, South Lake Tahoe, CA, September 27, 2025
- Coleville Community Open House, Coleville, CA, October 2, 2025
- Barton Health Fair, South Lake Tahoe, CA, October 16, 2025
- Coleville Community Open House, November 6, 2025
- Alpine County LIHEAP Collaboration Create the Good Lunch, November 7, 2025
- Coleville Community Open House, December 4, 2025
- IMACA Food Distribution Event, Coleville, CA, December 23, 2025

### Wildfire Messaging Customer Awareness Surveys

In 2025, 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 November 13 and November 30, 2025, included 413 completed phone and web surveys. Compared to Liberty's June 2025 survey round, the November 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.

- 76% of respondents from the November 2025 survey were aware of wildfire survey communications, up significantly since June 2025 (65%).
- 68% of respondents from the November 2025 survey recalled the acronym "PSPS," a significant increase from 55% in June 2025.
- Among those recalling the acronym "PSPS", 96% are aware of its possible implementation to prevent wildfire, similar to results in June 2025 (97%).
  - 79% 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 (86%), marking a slight increase from 2024 results.

MDC points out that these results indicate improvement beyond seasonal fluctuations when compared to November 2024 results. Additionally, in November 2025, Liberty experienced one PSPS event in its service territory, following three PSPS events and one NV Energy PSOM event in 2024. Prior to November 2024, Liberty had not experienced a PSPS event in the history of its program. As MDC points out in its evaluation, 34% of customers surveyed in November experienced a PSPS, which likely had an influence on increased awareness.

The November 2025 survey round also provided an opportunity to assess metrics tied to Liberty's KPIs discussed in Section 1.8:

1. 47% of surveyed respondents with AFN were aware of what support and resources were available to them during a PSPS. This metric increased slightly from a result of 42% in December 2024.
2. 27% of respondents said they were able to use necessary medical equipment during a PSPS that affected them and 46% stated that they were unable to do so. 27% 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 413 surveys completed in November, 34% stated that they experienced a PSPS. 71% reported receiving adequate notification and information to prepare, and 47% surveyed reported awareness of CRCs. Four respondents reported visiting a CRC location. Of these 4 respondents, 50% reported that the CRC met their needs.

For additional survey findings, MDC's recommendations, and other detailed metrics from Liberty's 2025 survey results, refer to the following attachments:

**“Attachment 02-Liberty-Survey\_Results\_June2025”**  
**“Attachment 03-Liberty-Survey\_Results\_November2025”**

### Tribal Engagement

Liberty maintains a working relationship with the Washoe tribe, the only tribal community in its service territory. As mentioned above, Liberty experienced one PSPS event in November 2025. 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 the PSPS event.

Liberty acknowledges the unique needs of tribal residents and will continue to develop a supportive relationship in 2026, including continued collaboration with the Washoe Tribe regarding ongoing grant opportunities. Liberty held meetings with the Washoe Tribe's Emergency Manager during 2025,

including discussion related to the importance of electricity dependent customer awareness of the MBL Program and benefits of enrollment. Liberty continues to discuss the importance of the medical baseline program and encourage tribal resident enrollment based on communicated need.

## 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 2026 to educate them about the PPS 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 PPS notification process and preparing for PPS events. When applicable, Liberty will co-host meetings with public safety partners and AFN advocacy groups.
- Toolkits: Liberty will distribute PPS 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 PPS web copy outlining Liberty's notification process and detailing ways for customers to prepare for PPS events, including information specific to AFN populations.
- Social media: Liberty will post content to Facebook and X informing customers of Liberty's PPS notification process.
- Customer email: Liberty will distribute an email informing customers of Liberty's PPS notification process.
- Bill insert/mail: Liberty will distribute a bill insert/mailer informing customers of Liberty's PPS notification process.

Throughout 2025, Liberty shared AFN self-identification information through email, direct mail, and shared paper versions of the AFN self-identification web forms for increased accessibility. Throughout 2025, Liberty shared AFN self-identification information through email, direct mail, and shared paper versions of the AFN self-identification web forms for increased accessibility. AFN self-ID information 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 2025 focused on PPS awareness and preparedness information. Direct mail communications were revised with accessibility and simplified language as a focus to both AFN and MBL audiences in 2025, and a direct mail master meter property communication was sent with a focus on property manager PPS preparedness and tenant assistance program awareness. Accessible doorhangers were left at MBL households during a territory-wide field audit sharing information about PPS preparedness, and similar to direct mail communications, were provided in both English and Spanish. Additionally, a call campaign

was executed to reach MBL customers to communicate the importance of up to date contact information and PSPS awareness.

Liberty intends to continue accessible and targeted communication efforts with AFN customers in 2026.

### Translations

Liberty call centers provide customers access to bilingual (Spanish and English) customer service representatives. 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 when required. 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 is provided by Fire Dawg, Inc. After receiving feedback from local partners, TVs have been utilized to share informational videos to educate the public on PSPS and wildfire mitigation. 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.
- 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 maintain 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.

Liberty’s AAR of its November 5, 2025 PSPS Event included three lessons learned and resolutions related to CRCs:

- Regarding CRC staffing, Liberty will reassess its list of CRC leads to address recent staffing changes;
- Regarding CRC signage, Liberty will put up signs outside CRC locations during future PSPS events; and
- Regarding CRC supplies, Liberty will determine if there is a reasonable solution to better prepare customers using well water who requested larger-sized bottles of water for toilet flushing.

## Customer Surveys

Liberty will continue its pre-season and post-season wildfire outreach survey efforts in 2026 to gather information about wildfire awareness and inform communications plans. Liberty intends to use the results of its next survey round in 2026 to capture additional customer feedback regarding its 2025 PSPS event.

## **CONCLUSION**

In 2026, 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**



## Access and Functional Needs Customers



### What is Access and Functional Needs (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](http://libertyenergyandwater.com).

### Submit Your Self-Identification Form

Please mail this paper form to:

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

OR submit a self-identification form online at

<https://libertyutilities.com/afn/english/>  
or by scanning this QR code:



# Liberty Self-Identification Form: Access and Functional Needs

1. Customer First Name \_\_\_\_\_

2. Customer Last Name \_\_\_\_\_

3. Account Number

Enter full 12-digit Liberty account number (ex: 200000xxxxxx), found at the top of your billing statement.

4. Service Address - Street

Please enter the address linked to your Liberty account.

5. Service Address - City

Please enter the address linked to your Liberty account.

6. Service Address - Zip Code

Please enter the address linked to your Liberty account.

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

*\*Liberty wants to understand the needs of the communities we serve. If you let us know you're an AFN customer, we will provide information about power shutoffs, programs for low-income customers, and other resources using the contact details we already have on file. To update contact information on your account, please call 1-800-782-2506.*

I agree

8. AFN Category

Please choose the AFN category below that best fits you. If you are enrolled in the Medical Baseline Allowance or CARE program, you are already identified as AFN. If you want to apply for these financial assistance programs, please check the program applications on our Electric Financial Help webpage.

Physical or developmental or intellectual disabilities

Homeless and/or transportation disadvantaged

Chronic conditions or injuries

Other: \_\_\_\_\_

Limited English proficiency

Households with older adults





## 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 en desventaja de transporte, incluidos, entre otros, los que dependen del transporte público o las que están embarazadas.

### Beneficios de la Autoidentificación

En Liberty, nos esforzamos por identificar las necesidades específicas de las comunidades a las que servimos. Al identificarse como cliente de AFN, Liberty intentará proporcionarle más información sobre cortes de suministro eléctrico por motivos de seguridad pública, programas para personas de bajos ingresos y otros recursos, utilizando la información de contacto que tenemos registrada o que puede enviar a través de este formulario.

### Declaración de Privacidad

Algonquin Power & Utilities Corp. y sus filiales y subsidiarias, que incluyen las entidades que forman parte de Liberty Utilities Group y Liberty Power Group (en conjunto, "Algonquin", "nosotros", "nos" o "nuestro"), se preocupan por su privacidad y desean que esté familiarizado con la forma en que recopilamos, utilizamos y divulgamos su información personal. Esta Política de Privacidad describe las prácticas de Algonquin con respecto a la información personal recopilada a través de nuestros sitios web (colectivamente denominados, "sitios web"), así como fuera de línea, como cuando usted ("usuario", "usted" o "su") solicita o utiliza nuestros servicios, o interactúa con nosotros de cualquier otra forma. Esta Política de Privacidad no se aplica a la información personal de nuestros empleados.

Al acceder o utilizar nuestros sitios web o servicios, o al proporcionarnos información personal, usted acepta y consiente las disposiciones de esta Política de Privacidad. Obtenga más información sobre nuestra Política de Privacidad en [libertyenergyandwater.com](https://libertyutilities.com/afn/spanish/). Obtenga más información sobre nuestra Política de Privacidad en [libertyenergyandwater.com](https://libertyenergyandwater.com).

### Envíe Su Formulario de Autoidentificación

Favor de enviar este formulario en papel por correo a:

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

O envíe un formulario de autoidentificación en línea en <https://libertyutilities.com/afn/spanish/> o escaneando este código QR:



# Formulario de Autoidentificación de Liberty: Acceso y Necesidades Funcionales

1. Primer Nombre del Cliente \_\_\_\_\_

2. Apellido del Cliente \_\_\_\_\_

3. Número de cuenta

*Ingrese el número de cuenta completo de Liberty de 12 dígitos (p. ej.: 200000xxxxxx), que se encuentra en la parte superior de su estado de cuenta.*

4. Dirección de Servicio - Calle

*Ingrese la dirección vinculada a su cuenta Liberty.*

5. Dirección de Servicio - Ciudad

*Ingrese la dirección vinculada a su cuenta Liberty.*

6. Dirección de Servicio - Código postal

*Ingrese la dirección vinculada a su cuenta Liberty.*

7. Acepto identificarme voluntariamente como cliente de AFN.\*

*\*En Liberty, queremos comprender las necesidades de las comunidades a las que servimos. Si nos informa que es cliente de AFN, le proporcionaremos información sobre cortes de suministro eléctrico, programas para clientes de bajos ingresos y otros recursos utilizando los datos de contacto que ya tenemos registrados. Para actualizar la información de contacto de su cuenta, llame al 1-800-782-2506.*

Estoy de Acuerdo

8. Categoría de AFN

*Seleccione la categoría de AFN que mejor se adapte a sus necesidades. Si está inscrito en el programa de Subsidio Médico Base o CARE, ya está identificado como AFN. Si desea solicitar estos programas de asistencia financiera, consulte las solicitudes en nuestra página web de Ayuda Financiera Eléctrica.*

Discapacidades físicas, intelectuales o del desarrollo

Condiciones o lesiones crónicas

Dominio limitado del Inglés

Hogares con adultos mayores

Sin hogar y/o con desventajas de transporte

Otro: \_\_\_\_\_



**Attachment 2**  
**Liberty's Survey Results, June 2024**



# Wildfire Messaging Awareness

Prepared by

MDC Research

Jakob Lahmers - [Jakob.Lahmers@mdcresearch.com](mailto: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 260 surveys were completed between June 8 and June 18
  - 📞 Phone: 180 completed surveys from 12,748 records
  - 💻 Web: 80 completed surveys from 18,916 records



# Key Findings

## Communications

- **65% are aware of wildfire safety communications**, consistent with December 2024 (62%).
- **Liberty** remains the primary source for wildfire preparedness information despite a significant decrease from December 2024 (25% vs 40%). **Vegetation management** and **personal preparedness** are the most common messages recalled.
- **Email** remains the most cited channel for wildfire preparedness communication, though it saw a significant decrease from December 2024 (33% vs 49%); bill inserts, social media, and TV news make up the next most common tier.
- **Community meetings, the Liberty website, and direct mail are considered the clearest; community meetings, word of mouth, and local organizations or community centers are seen as the most useful resources** for information about wildfire preparedness.
- **55% recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS,"** down significantly from last wave (73%). **Email (31%), TV news (19%), and social media (15%)** remain the most common sources of PSPS communication, though all three saw significant decreases.
- Among those recalling the phrase "PSPS" from the past year, **97% are aware of its possible implementation to prevent wildfire**, consistent with last wave (99%); just under three quarters **understand PSPS is a last resort (74%)** and the likelihood of **implementation becomes reduced when Liberty takes steps to harden its infrastructure (83%)**.
- **42%** say they would first turn to the **Liberty website** for information about a PSPS event, consistent with last wave (45%).
- Notifications via text and email are considered most effective forms of communication from Liberty. Audio recordings of written text is seen as the most helpful communication element that could be incorporated.

## Actions Taken

- **67% 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.
- **51% are aware of Liberty's efforts to prune vegetation** around power lines in higher-risk areas, consistent with last wave (56%). **Non-Recallers** are significantly more likely than Recallers to say they are unaware of Liberty's efforts (**35% vs 21%**). **63%** are aware they can **update their contact information with Liberty**, consistent with December 2024 (62%); 66% of those aware have done so, down significantly from last wave (66% vs 76%).

## AFN and Critical Customers

- **16% 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**; 24% have not investigated any of the resources and 32% report no need.
- Only 5% of AFN customers have heard of AFN Self-Identification.
- Among those reporting that they rely on electricity for medical needs, 35% are aware of additional notices from Liberty, 29% 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 1% indicate Spanish as their preferred language.

## PSPS Experience

- 33% of customers report experiencing a PSPS this year, down significantly from what was reported last wave (42%); of those, 67% said they received adequate notification and information to prepare, though 20% say the number one improvement to be made is more frequent/faster notifications. 36% say no PSPS notification improvements are necessary.



# Recommendations

Consider year-round outreach efforts in an attempt to educate the public on wildfire safety and knowledge of PSPS.

- Though just under two thirds (65%) of Liberty's customers claim to have seen or heard communications about wildfire safety in the past year, the number of customers who mention Liberty as the source of communication saw a significant decrease when compared with December 2024.
  - Mentions of email, direct mail, word of mouth, the Liberty website, local agencies, and other websites all saw significant decreases when compared with December 2024.
  - Among the communications messages recalled by customers, vegetation management tops the list, remaining consistent with results from the past five reporting periods, though recall of nearly all other messages saw significant decreases when compared with December 2024.
- Just over half (55%) say they recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS," down significantly from December 2024.
  - Mentions of email, TV news, and social media as sources of PSPS communication all saw significant decreases when compared with results from December 2024, though the number of people who would turn to the Liberty website to find more information remains consistent with last wave.

Increase efforts to drive customers to the Liberty website.

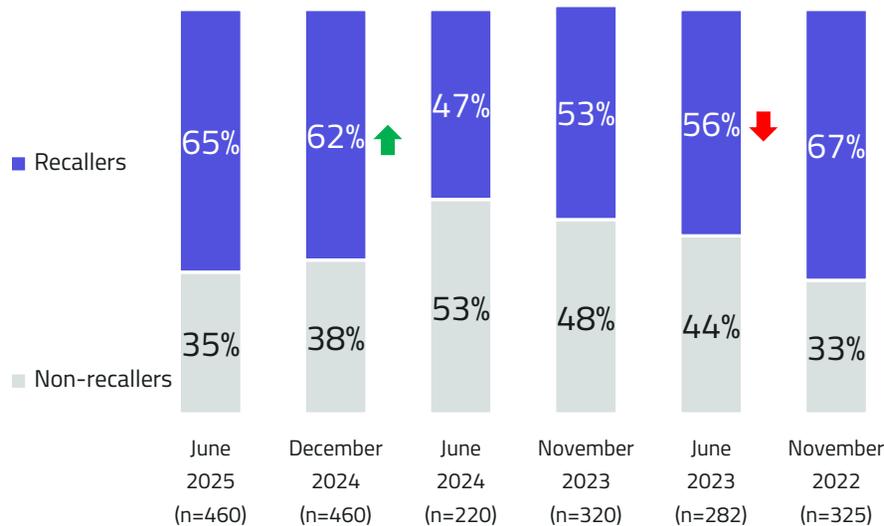
- The liberty website remains the number one source mentioned by customers seeking information about a Public Safety Power Shutoff by a considerable margin.
- Despite being ranked second in terms of clarity of information, the website is ranked seventh in terms of usefulness, highlighting the possibility of needed improvements.
- With notifications via text viewed as the most effective means of communication, followed by email and notifications via phone, there remains the possibility of driving customers to the website through these initial means of contact.
- Just over six in ten customers are aware they can update their contact information with Liberty and two-thirds of those aware have actually done so, significantly lower than in December 2024
- Only 7% of customers are aware of Access and Functional Needs (AFN) Self-Identification and, among those aware, only 5% have used this resource. Just one in four AFN customers are aware Liberty provides targeted communication and early PSPS notifications.



# Wildfire Safety Communications Awareness

- Just under two thirds (65%) have seen or heard communications about wildfire safety in the past year, consistent with December 2024 (62%)

## Communication Awareness



Q2 Have you seen or heard any communications about wildfire safety in the past year? (n=260; Total)

	Recallers (n=169)	Non-Recallers (n=65)
Gender	Male – 54% Female – 41%	Male – 65% Female – 31%
Age	18-54 – 22% 55-64 – 24% 65+ – 47%	18-54 – 22% 55-64 – 32% 65+ – 38%
Median Income	\$117K	\$100K
Home Ownership	Own – 84% Rent – 9%	Own – 77% Rent – 17%
Primary Language is not English	11%	22%
Responded they Rely on Electricity for Medical Needs	12%	12%

↑ ↓ 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)

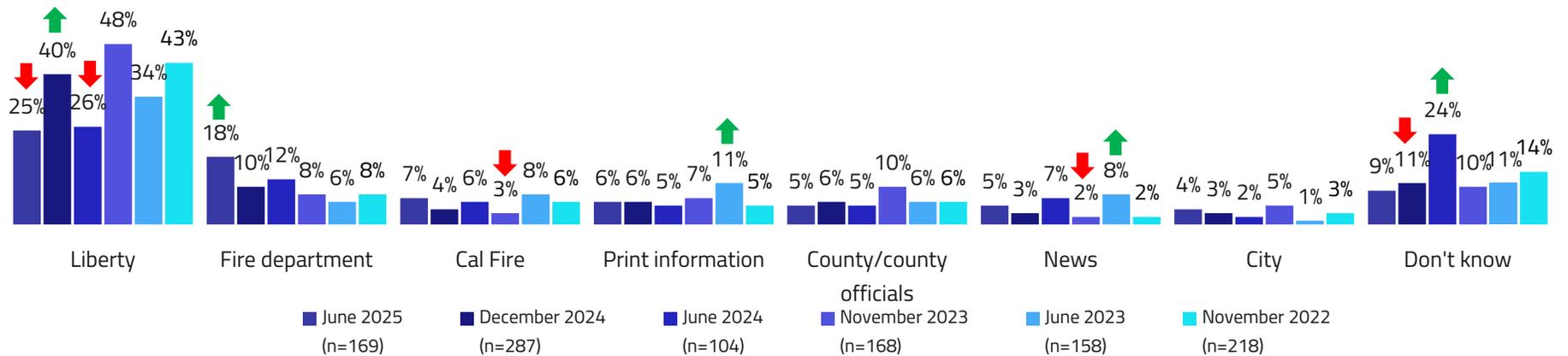


# Sources of Wildfire Preparedness Communications

- Of those aware of communications, one in four (25%) mention Liberty as the source of wildfire preparedness communication, down significantly from December 2024 (40%); just under one in five (18%) mention fire departments, up significantly from December 2024 (10%)
- Just under one in ten (9%) are not aware of the source of communication, consistent with December 2024 (11%)

## Wildfire Preparedness Communications Sources

(among those who recall communication)



Q5 Who was the information about wildfire preparedness from? (n=169; Aware of Communication)

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

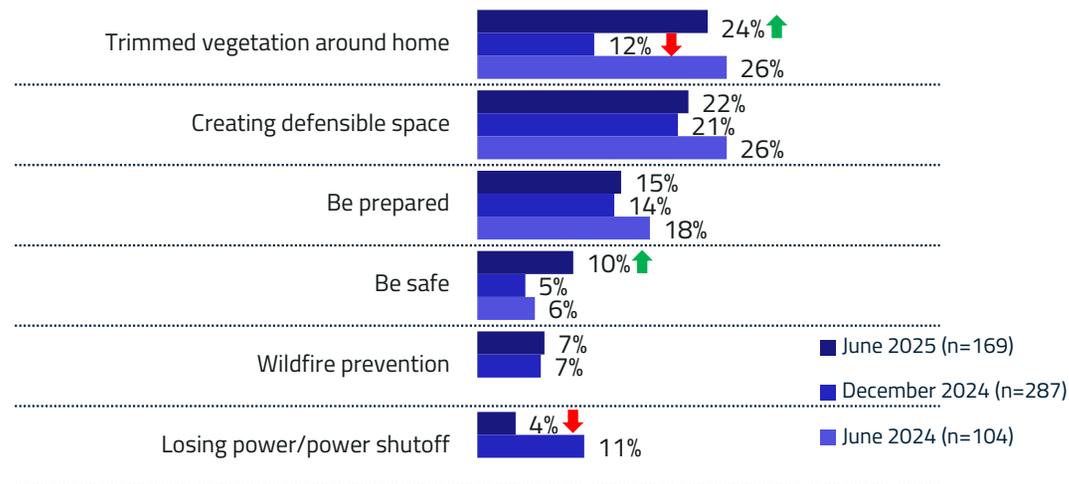


# Unaided Message Recall

- Of those who recall communications, just under one in four cited trimming vegetation around home or property (24%) as the main takeaway from communications about wildfire safety over the past year, up significantly from December 2024 (12%)
- One in twenty-five (4%) recall the message of losing power, down significantly from December 2024 (11%)

## Communications Main Takeaway

(among those who recall communication)



QB1 What was your main takeaway from the communications? (n=169; 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 vegetation management (57%), followed by personal preparedness (34%) and infrastructure hardening (18%)
- Compared to the previous wave, mentions of all but three messages decreased significantly

## Communications Messages Recalled

(among those who recall communications)

		Dec 2024 (n=287)	June 2024 (n=104)	Nov 2023 (n=168)	June 2023 (n=158)	Nov 2022 (n=218)
Vegetation Management	57%	56%	57%	58%	56%	59%
Personal Preparedness	34% ↓	56%	43%	55%	61%	56%
Infrastructure Hardening	18% ↓	27%	21%	18% ↑	9% ↓	20%
Local Emergency Services – Resources	17% ↓	26% ↑	13% ↓	26%	20%	24%
Public Safety Power Shutoff	16% ↓	57% ↑	19% ↓	32%	27% ↓	41%
Liberty's Wildfire Mitigation Plan	9% ↓	28%	29%	38%	31%	40%
Medical Needs	8% ↓	20% ↑	12%	22%	20%	17%
Local Emergency Services – Support Tools	8% ↓	19%	13%	20%	15%	21%
Community Resource Centers available for info & support	8% ↓	18% ↑	8%	14%	15%	19%
CPUC designation of high wildfire threat areas	8% ↓	17%	12%	20%	15%	21%
Notifications & Updating Customer Information	7% ↓	28% ↑	10% ↓	23%	23%	28%
Enhanced Wildfire Safety Settings	5% ↓	18% ↑	10%	16%	12%	17%
Weather Stations	4%	7%	5%	7%	9%	9%

Q3 What were the messages of the information you saw or heard about wildfire preparedness from Liberty? (n=169; Aware of Communication)

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

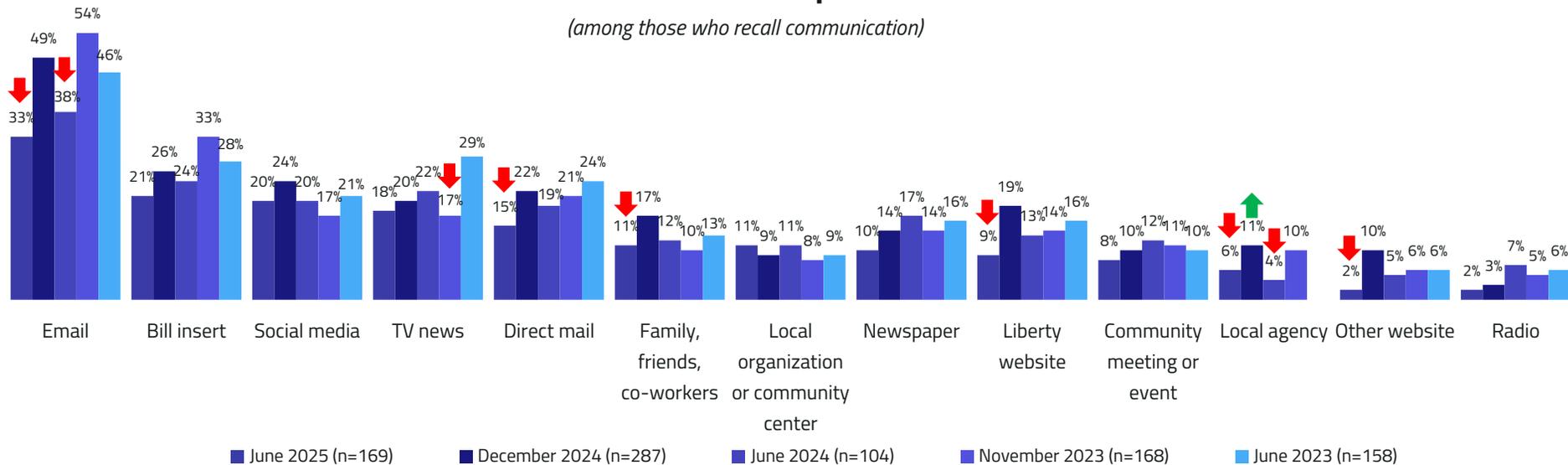


# Information Channels for Wildfire Communications

- Email remains the most common channel for wildfire preparedness communication with one third (33%) mentioning it, followed by bill inserts (21%), social media (20%), and TV news (18%)
- Mentions of email, direct mail, family, friends, co-workers, the Liberty website, local agency, and other websites all saw significant decreases from December 2024

## Information Channels for Wildfire Preparedness Communications

(among those who recall communication)



Q4 Where did you see or hear the communications about wildfire preparedness? (n=169; Aware of Communication)

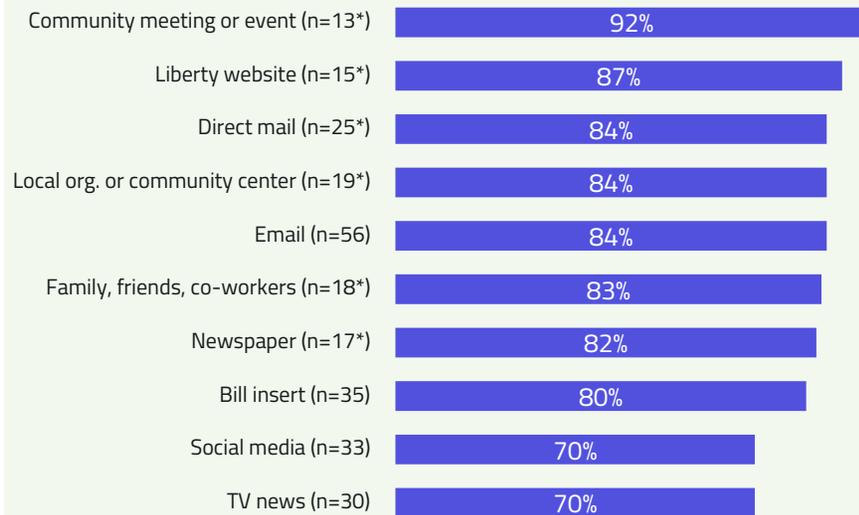
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



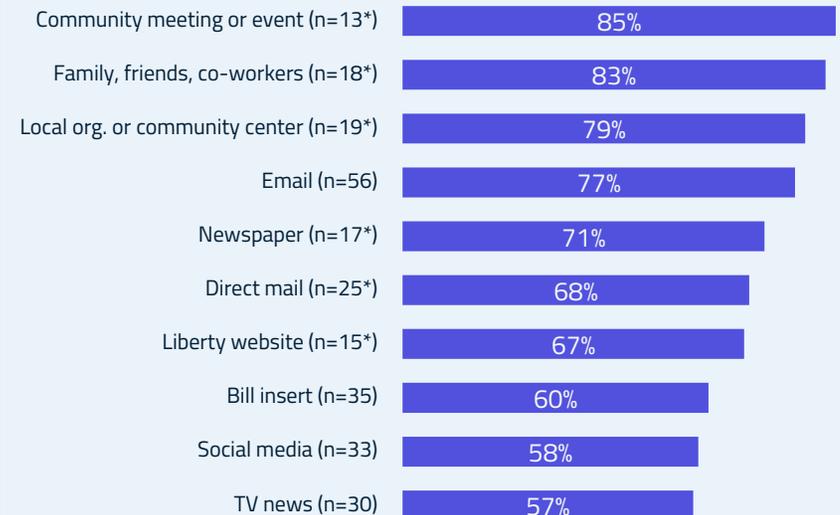
# Information Usefulness and Clarity

- In terms of clarity, community meetings or events (92%) and the Liberty website (87%) are rated the highest, along with direct mail (84%), local organizations or community centers (84%), and email (84%)
- In terms of usefulness, community meetings or events (85%) and Family, friends, co-workers (83%) are rated highest

## Clarity



## Usefulness



Q4A How useful was the information about wildfire preparedness from each of these sources? (n=169; Aware of Communication)

Q4B How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=169; Aware of Communication)

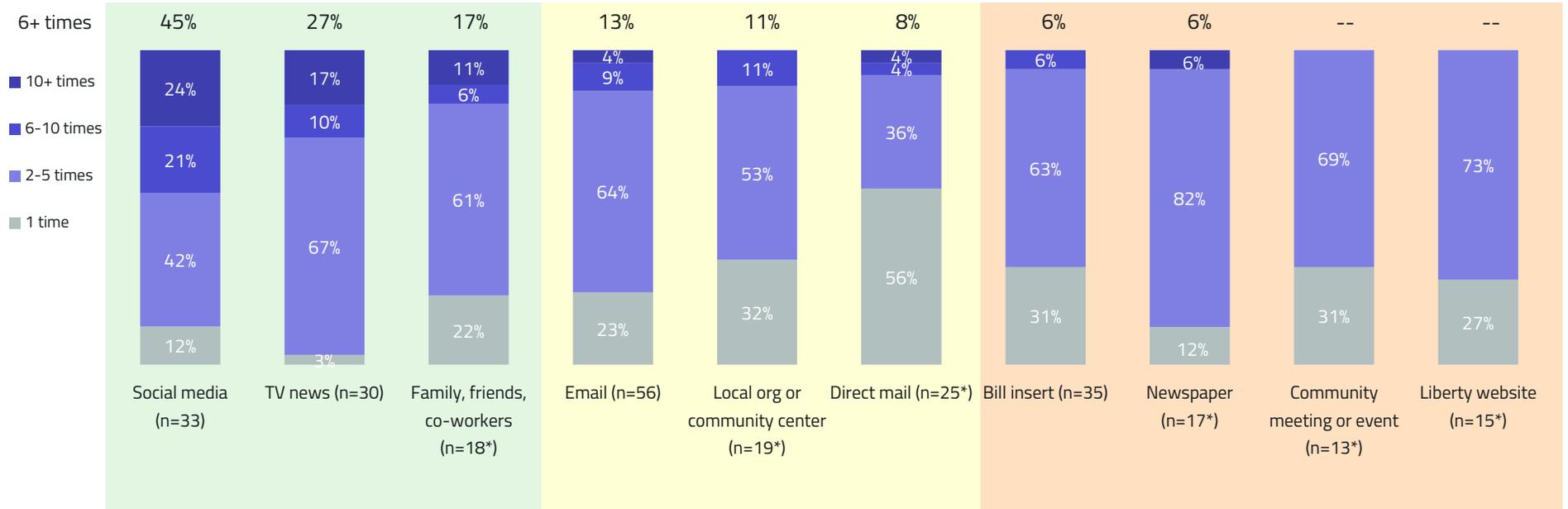
\*Small sample size (n<30)



# Communication Frequency

- Just under half say they have seen at least six messages about wildfire preparedness on social media (45%), followed by TV news (27%), and family, friends, co-workers (17%)

## Communication Frequency



Q5A In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? (n=169; Aware of Communication)

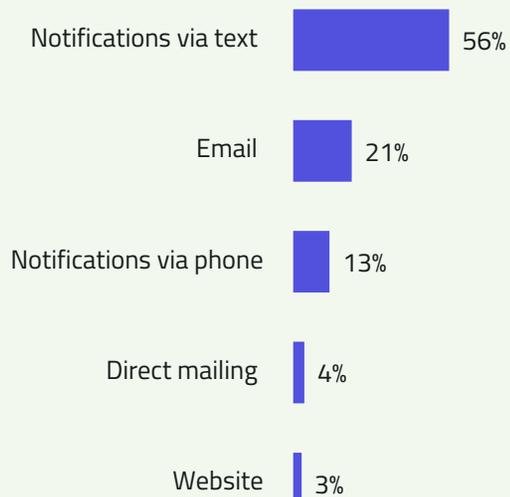
\*Small sample size (n<30)



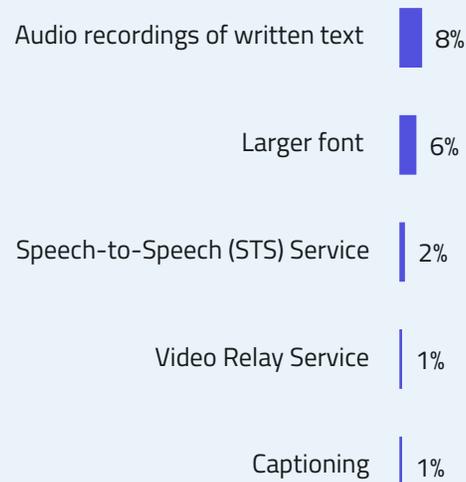
# Effective and Helpful Communication

- Notifications via text remain the most effective form of communication from Liberty (56%) followed by email (21%); audio recordings of written text is the most helpful (8%) element that could be incorporated, followed by larger font (6%)

## Most Effective Communications



## Helpful Elements



A6 What method of communication from Liberty do you find most effective? (n=260; Total)

A12 Regardless of how communications from Liberty are received, which, if any, of the following would be helpful for you? (n=260; Total)



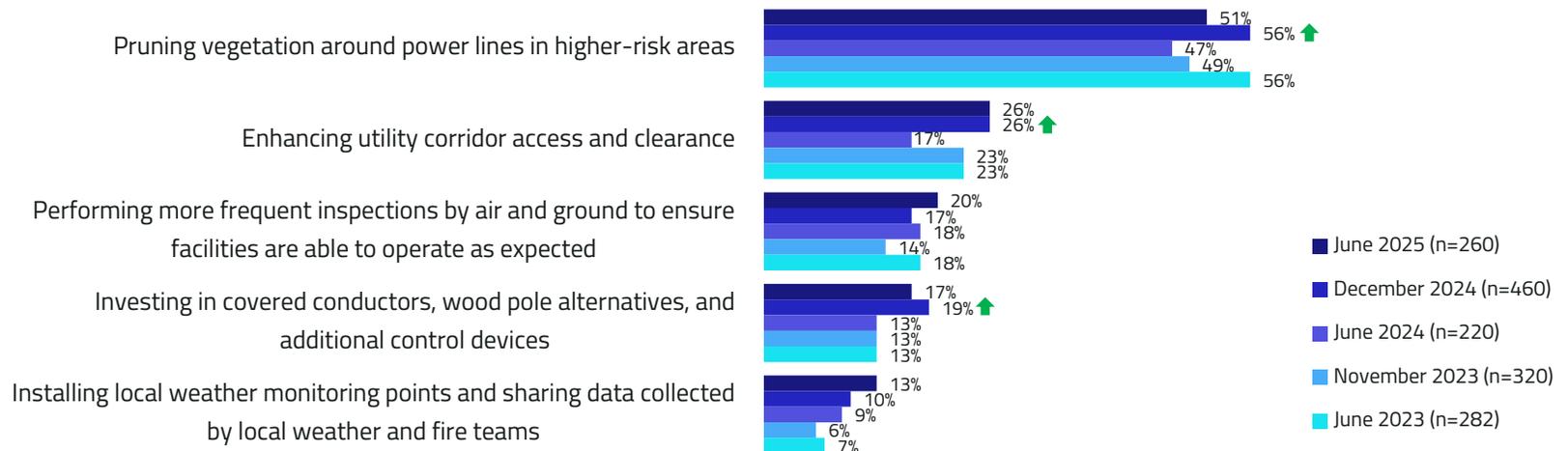
# Wildfire Preparedness Actions Taken



# 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 (51%), consistent with December 2024 (56%), followed by enhancing utility corridor access and clearance (26%)
- **Non-Recallers** are significantly more likely than Recallers to say they are not aware of any efforts by Liberty (**35%** vs 21%)

## 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=260; Total)

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



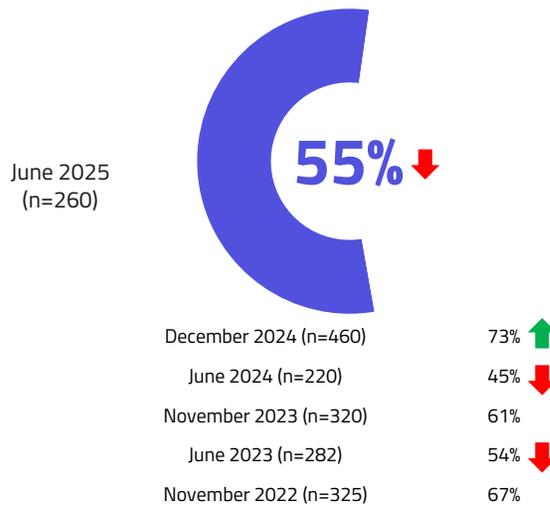
# Awareness of Public Safety Power Shutoff



# PSPS Awareness

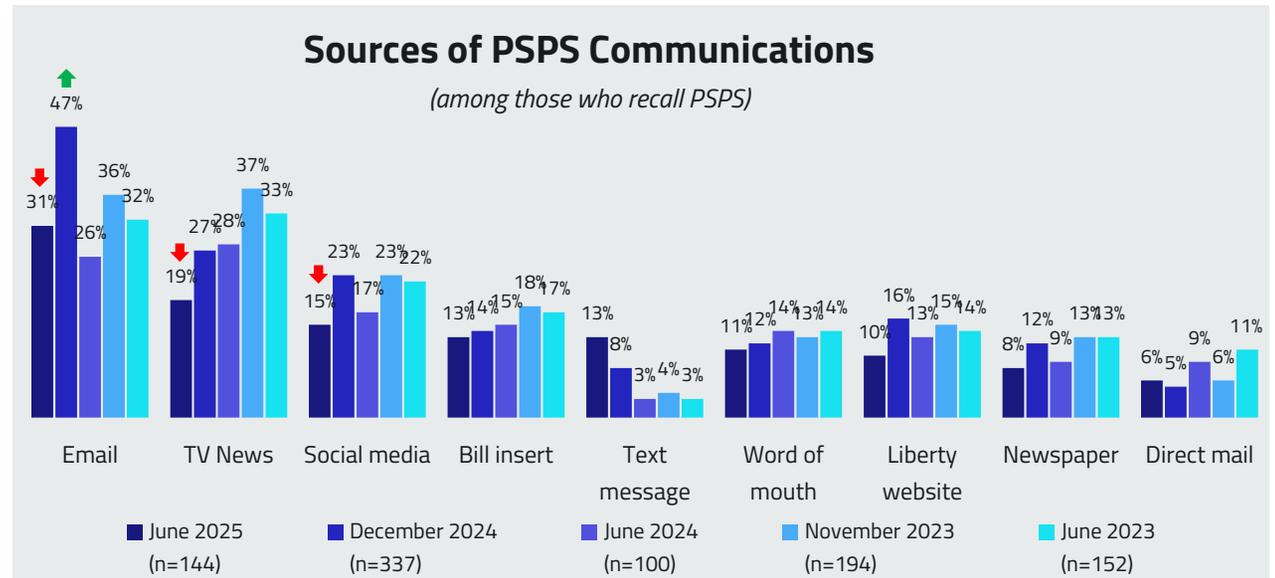
- Just over half (55%) say they recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS,” down significantly from December 2024 (73%); **Recallers** remain significantly more likely than Non-Recallers to be aware of PSPS (66% vs 37%)
- Email is the leading source of PSPS communications (31%), followed by TV news (19%) and social media (15%), all three of which saw significant decreases from December 2024

## PSPS Recall



## Sources of PSPS Communications

(among those who recall PSPS)



Q8 In the past year, do you recall seeing, hearing or reading the phrase ‘Public Safety Power Shutoff or PSPS?’ (n=260; Total)  
 Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=144; Recall PSPS Communications)

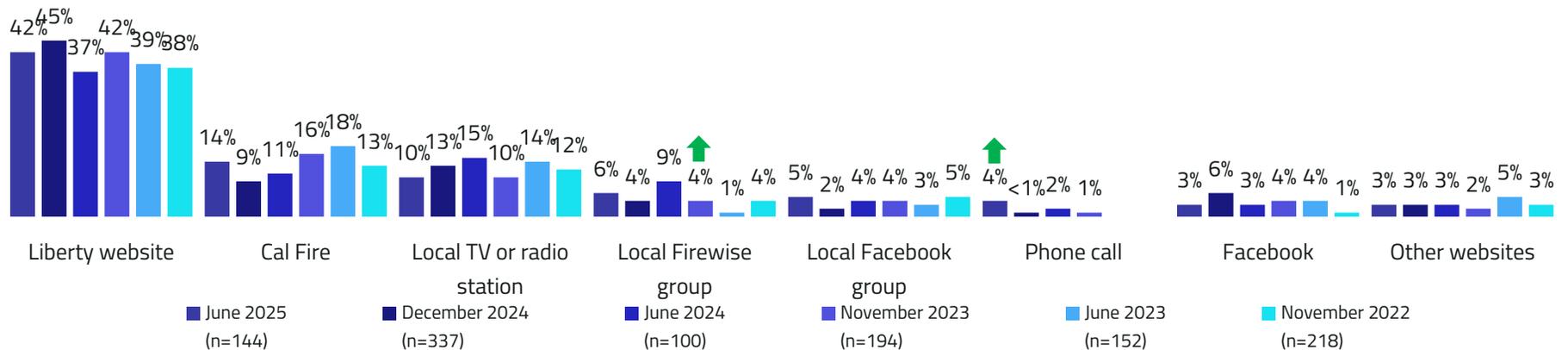
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# PSPS Information

- The Liberty website remains the most mentioned source for information about PSPS (42%), followed by Cal Fire (14%) and local TV or radio stations (10%)

## Top 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=144; Recall PSPS)

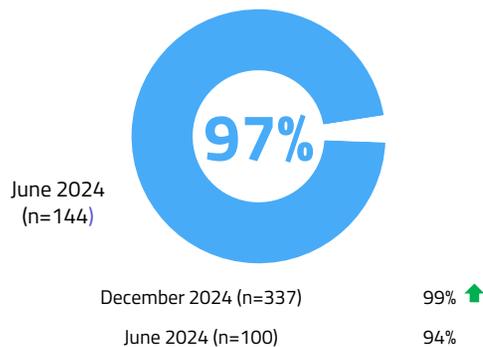
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Understanding PSPS

- Almost all (97%) of those who recall the term PSPS are aware Liberty could proactively shut off power to prevent the ignition of a catastrophic wildfire, consistent with last wave
- Just over seven in ten understand PSPS is a last resort (74%) and just over eight in ten understand that the likelihood of PSPS is reduced when Liberty takes steps to harden its infrastructure (83%)

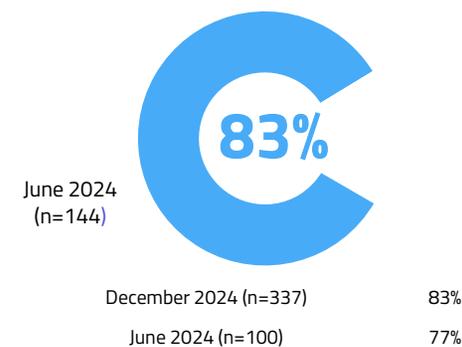
## Awareness of Potential Proactive Shutoff



## 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=144; Recall PSPS)  
QP10B Are you aware that a proactive PSPS is a measure of last resort? (n=144; Recall PSPS)  
QP10C Are you aware that the likelihood of a PSPS is reduced when the utility takes steps to harden its infrastructure? (n=144; Recall PSPS)

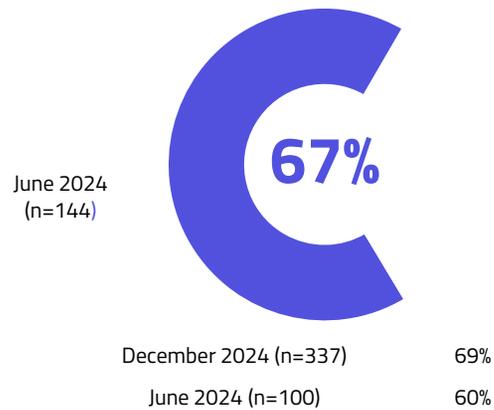
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# PSPS Preparedness

- Just over two thirds (67%) 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 29% of respondents

## Took Actions to Prevent or Prepare for a PSPS



Actions Taken <i>(among those taking action)</i>	June 2025 (n=97)	December 2024 (n=232)	June 2024 (n=60)
Generator (prep/purchase)	35%	35%	43%
Trimmed vegetation	29%	24%	18%
Prepared lanterns/flashlights	12%	17%	--
Backup battery	12%	11%	--
Switched to alternative energy source	8%	7%	--
Created defensible space	6%	6%	12%
Food & water storage	5%	5%	3%
Candles	4%	3%	--
Prepared an emergency kit	3%	3%	7%
Planned ahead for fuel and cash needs	3%	2%	--
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=144; 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=97; Took actions)

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



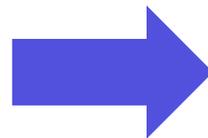
# Contact Information for PSPS

- Just over six in ten (63%) are aware they can update their contact information with Liberty, consistent with December 2024 (62%); awareness among **Recallers** remains significantly higher than among Non-Recallers (73% vs 45%)
- Two thirds (66%) of those aware they can update their information have done so, down significantly from last wave (76%)

## Awareness of Ability to Update Contact Information for PSPS

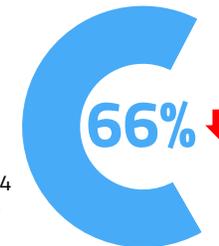


December 2024 (n=460)	62% ↑
June 2024 (n=220)	51%
November 2023 (n=320)	59%
June 2023 (n=282)	57%
November 2022 (n=325)	60%



## Have Updated Contact Information

(among those aware they can update contact info)



June 2024 (n=163)

December 2024 (n=285)	76%
June 2024 (n=112)	69%
November 2023 (n=189)	77%
June 2023 (n=162)	73%
November 2022 (n=194)	75%

Q11 Are you aware you can update your contact information with Liberty to receive proactive notification prior to a Public Safety Power Shutoff? (n=260; Total)  
 Q11A Have you updated your contact information with Liberty to receive notifications prior to a Public Safety Power Shutoff? (n=163; 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 (47%), heating/cooling (40%), and communication (26%)
- Mentions of heating/cooling decreased significantly from last wave (40% vs 66%), as did mentions of communication (26% vs 37%)

Concerns or Challenges of an Extended Power Outage		Dec 2024 (n=460)	June 2024 (n=220)	Nov 2023 (n=320)	June 2023 (n=282)
Food replacement	47%	52%	56%	53%	51%
Heating/cooling	40% ↓	66% ↑	54% ↓	70% ↑	56%
Communication	26% ↓	37% ↓	45%	40%	45%
Shelter	10%	12%	13%	12%	17%
Cold storage of medication	10%	10%	8%	7%	9%
Transportation	8%	13%	10%	12%	12%
Powering medical equipment	8%	9%	11%	12%	12%
Utility pumps (well water)	7%	10%	8%	12% ↑	6%

A5 In the event of an extended power outage, what are your most significant concerns or challenges? (n=260; Total)

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



# Medical Needs and Language Preferences

**Roughly one in eight (12%) responded that they rely on electricity for medical needs**

**Just over one third (35%) of those relying on electricity for medical needs are aware Liberty provides additional notices prior to a PSPS event**

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

- One percent mentioned Spanish as their preferred language

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=260; 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=260; Total)

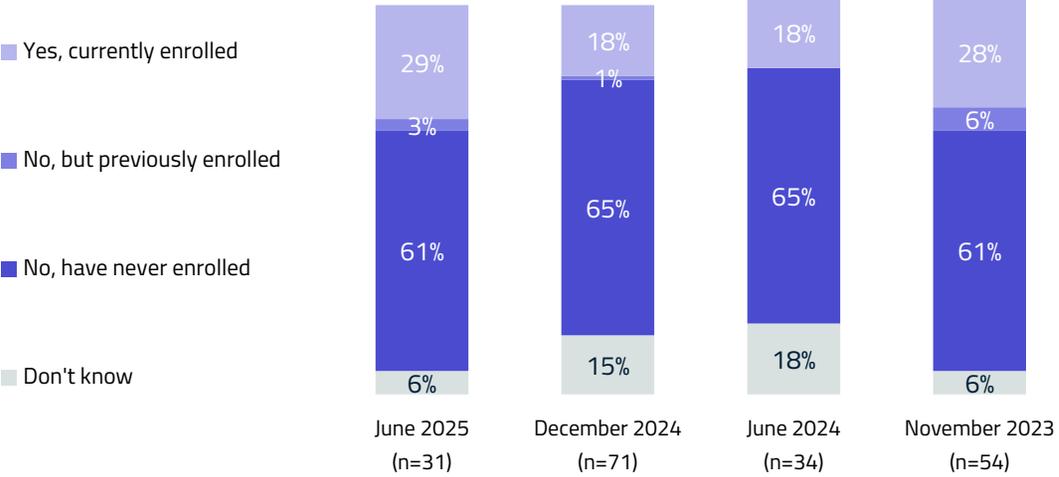
Q16 Would it be helpful for you or anyone else in your household to receive communications in another language? (n=260; Total)

Q16B What is your preferred language to receive communications? (n=260; Total)

# Medical Baseline Enrollment

- Just under three in ten (29%) are currently enrolled in Liberty’s Medical Baseline Allowance Program, consistent with the previous wave

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



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

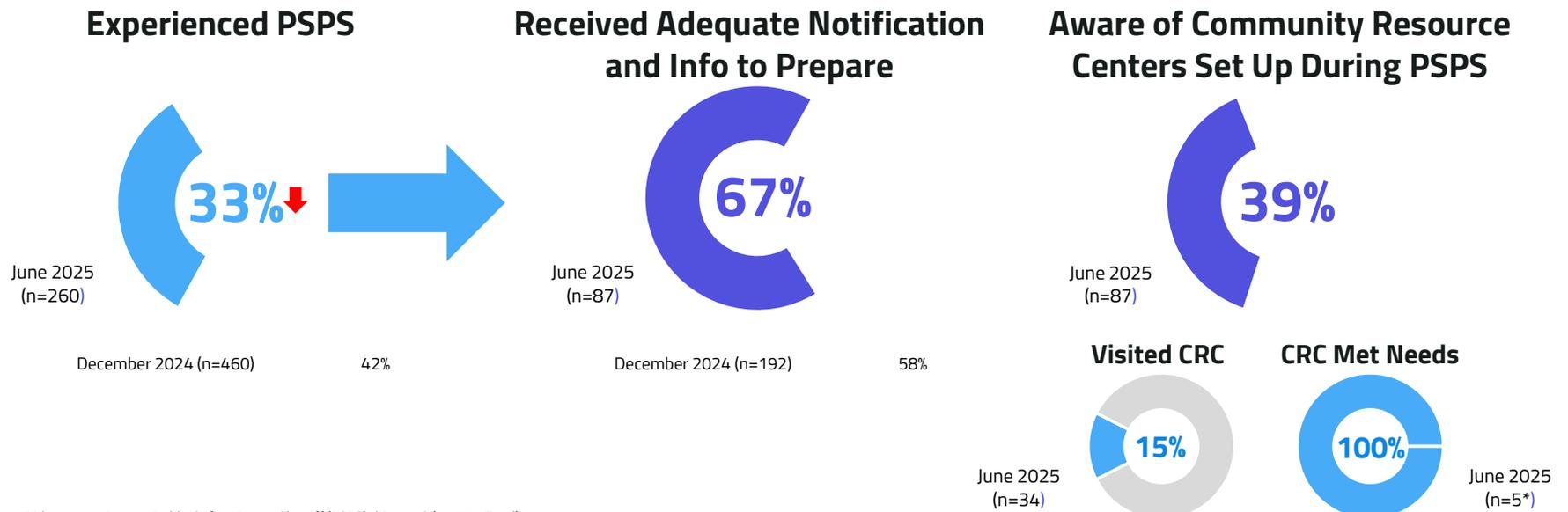


# PSPS Experience



# Experiencing PSPS

- One third (33%) reported experiencing a Public Safety Power Shutoff in June 2025, down significantly from December 2024 (42%)
- Among those who experienced a PSPS, just over two thirds (67%) said they received adequate notification and information to prepare and just under four in ten (39%) 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=260; Total)  
 QPS1A Did you receive adequate notification and information to prepare for the Public Safety Power Shutoff? (n=87; Experienced PSPS)  
 QPS1C Are you aware of Community Resource Centers set up during the Public Safety Power Shutoff? (n=87; Experienced PSPS)  
 QPS1D Did you visit a Community Resource Center? (n=87; 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)

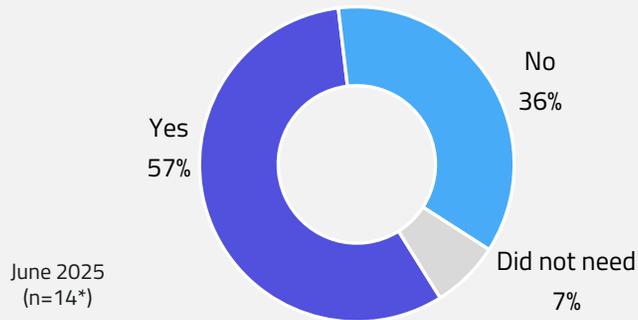
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave  
 \*Small sample size (n<30)



# Medical Equipment Use And CBO Engagement

Among those **experiencing PSPS, just under six in ten (57%) said they were able to use the necessary medical equipment during the outage**, while just over one third (36%) indicated they were not able. One in fourteen (7%) said they did not need to use any medical equipment during the outage

**Used Medical Equipment  
During PSPS**



**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. One person surveyed (1%) indicated they did engage with CBOs, citing their "local housing office" by phone within the first day

\*Small sample size (n<30)

QA13 Were you able to use necessary medical equipment during the PSPS outage? (n=14; 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=87; Experienced PSPS)

QA2 What local Community Based Organizations (CBOs) or resource networks did you engage with? (n=1; Engaged with CBO)

QA3 How did you engage with the CBO or resource networks you mentioned? (n=1; Engaged with CBO)

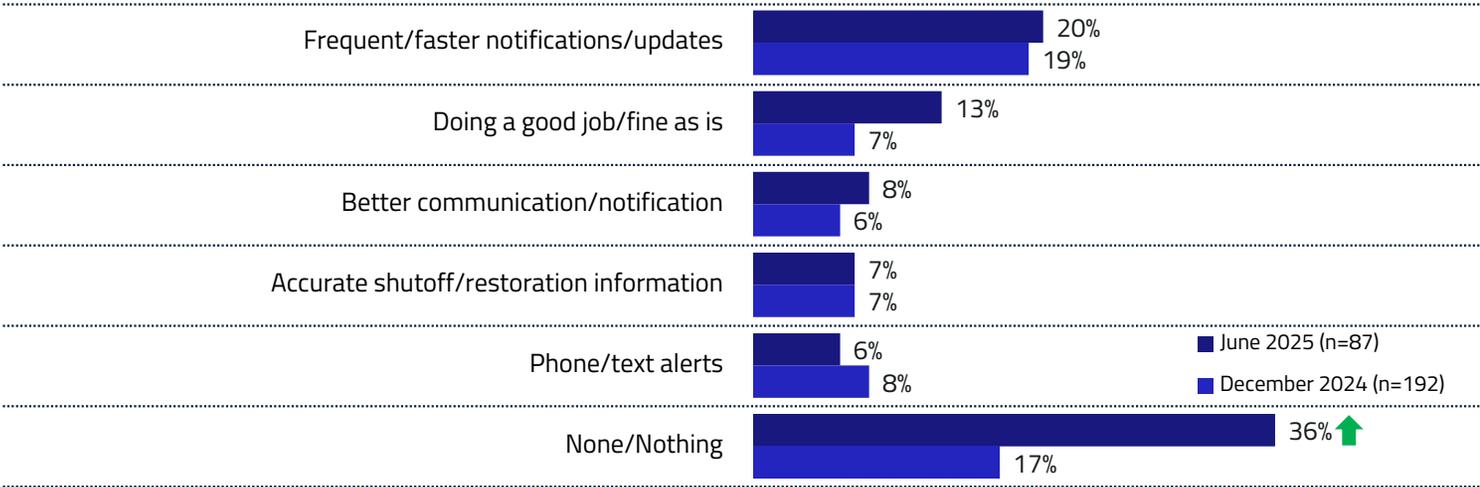
QA4 At what point during the outage did you engage the CBOs or resource networks? (n=1; Engaged with CBO)



# PSPS Notification Improvements

- One in five (20%) of those who experienced a PSPS say the number one notification improvement is frequent/faster notifications and updates
- Just over one third (36%) have no recommendations for improvement, up significantly from December 2024 (17%)

## PSPS Notification Improvements



QPS1B What about the Public Safety Power Shutoff (PSPS) notification and information could have been improved? (n=87; Experienced PSPS)

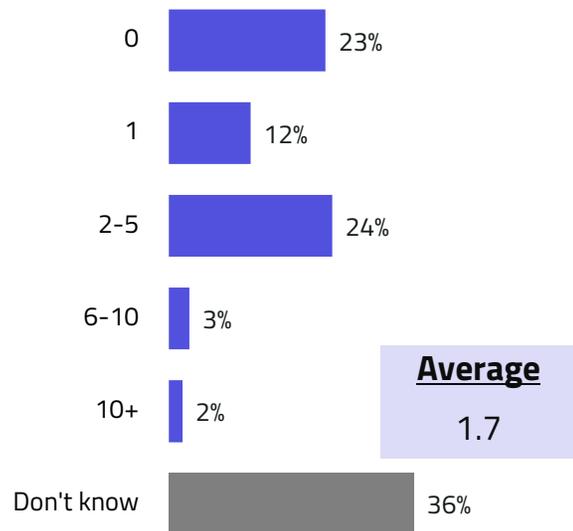
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



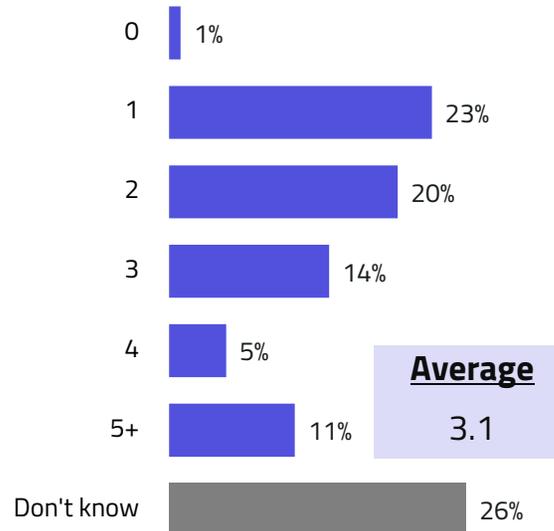
# PSPS Notifications

- Just over four in ten (41%) customers said they received at least one PSPS notification; among customers who said they experienced a PSPS event, an average of 3.1 events were reported

### Number of PSPS Notifications Received in Past Year



### Number of PSPS Events Experienced in Past Year



### Impact of PSPS "False Alarm"

Nuisance	3%
Anxiety	2%
Other	18%
Don't know	3%
No effect	73%

QOSAT2 How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year? (n=260; Total)

QOSAT3 How many Public Safety Power Shutoffs have you experienced in the past year? (n=87; Experienced PSPS in past year)

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=62; 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 availability of resources in your community and where to find information to help you stay safe saw significant increases compared to December 2024 (41% vs 33% and 39% vs 31%, respectively)

## Outreach and Engagement Satisfaction

### Top-3-Box

				Dec 2024 (n=460)	June 2024 (n=220)	Nov 2023 (n=320)	June 2023 (n=282)	Nov 2022 (n=325)
Availability of resources in your community	22%	37%	41%	33%	30%	33%	40%	43%
What to expect in the event of a PSPS	25%	34%	41%	37%	30%	32%	37%	41%
Amount of information and outreach you received	24%	35%	41%	35%	27%	32%	42%	43%
What the utility does to reduce wildfire risk	24%	36%	40%	36%	27%	32%	38%	41%
Where to find information to help you stay safe	27%	33%	39%	31%	28%	34%	39%	43%
In preparing you to act in the event of a wildfire	27%	38%	35%	31%	29%	29%	38%	42%

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

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=260; Total)

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



# PSPS Notifications

- Just under four in ten (38%) say that notifications should be sent if there is any possibility of a PSPS; another 45% feel that notifications should only be sent if there is a high likelihood of a PSPS

<b>PSPS Notifications Perception</b>	June 2025 (n=260)	Dec 2024 (n=460)	June 2024 (n=220)	Nov 2023 (n=320)	June 2023 (n=282)	Nov 2022 (n=325)
Notifications should be sent if there is any possibility of a PSPS	38%	45%	47%	48%	51%	44%
Notifications should only be sent if there is a high likelihood of a PSPS	45%	41%	42%	42%	37% ↓	45%
Notifications should only be sent if a PSPS is certain to occur	16%	14%	11%	11%	12%	11%

QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=260; Total)



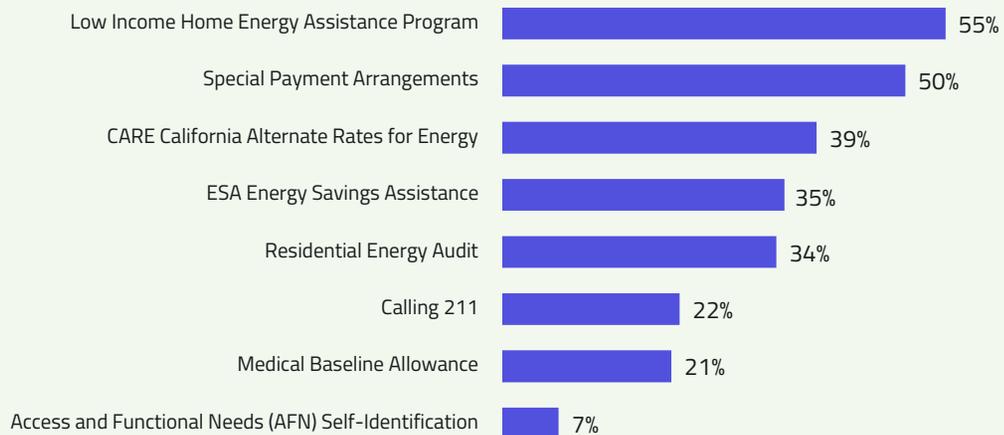
Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# 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 (50%), and California Alternate Rates for Energy (39%)
- Just under one third (32%) report they have no need of the resources and just under one in four (24%) say they have not investigated any of the resources

## 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=260; Total)

A8 What statement best describes your familiarity with the resources you just reviewed? (n=260; Total)

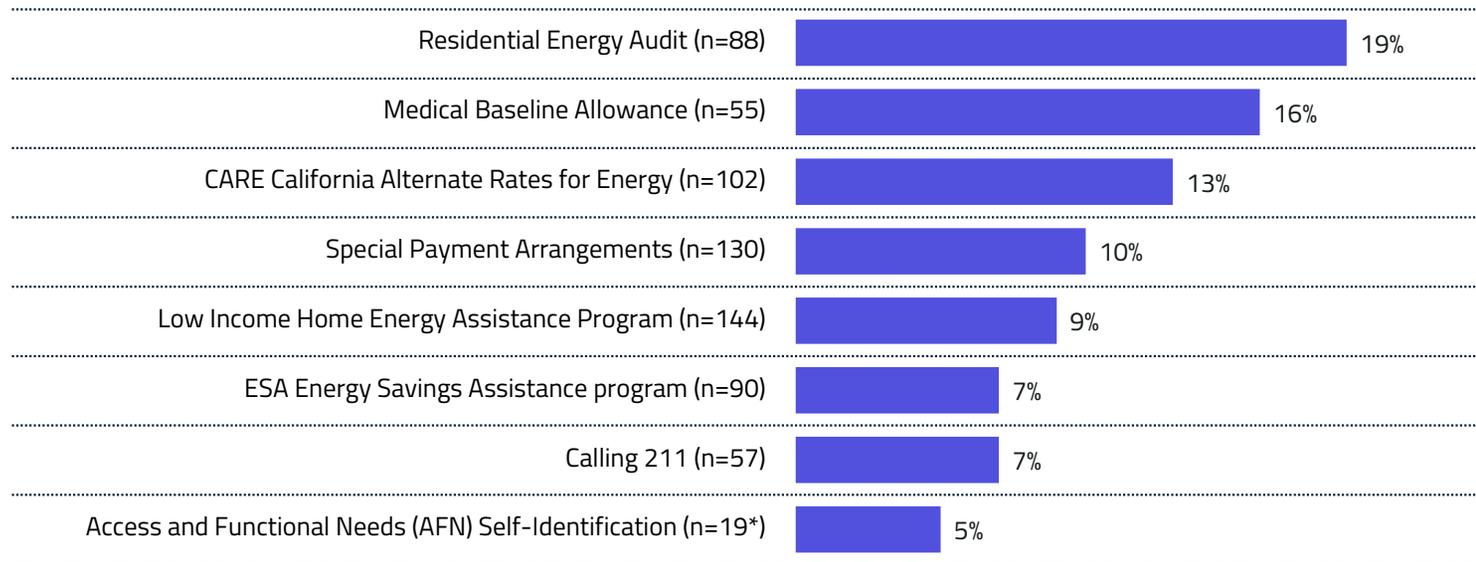


# Resources Used

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

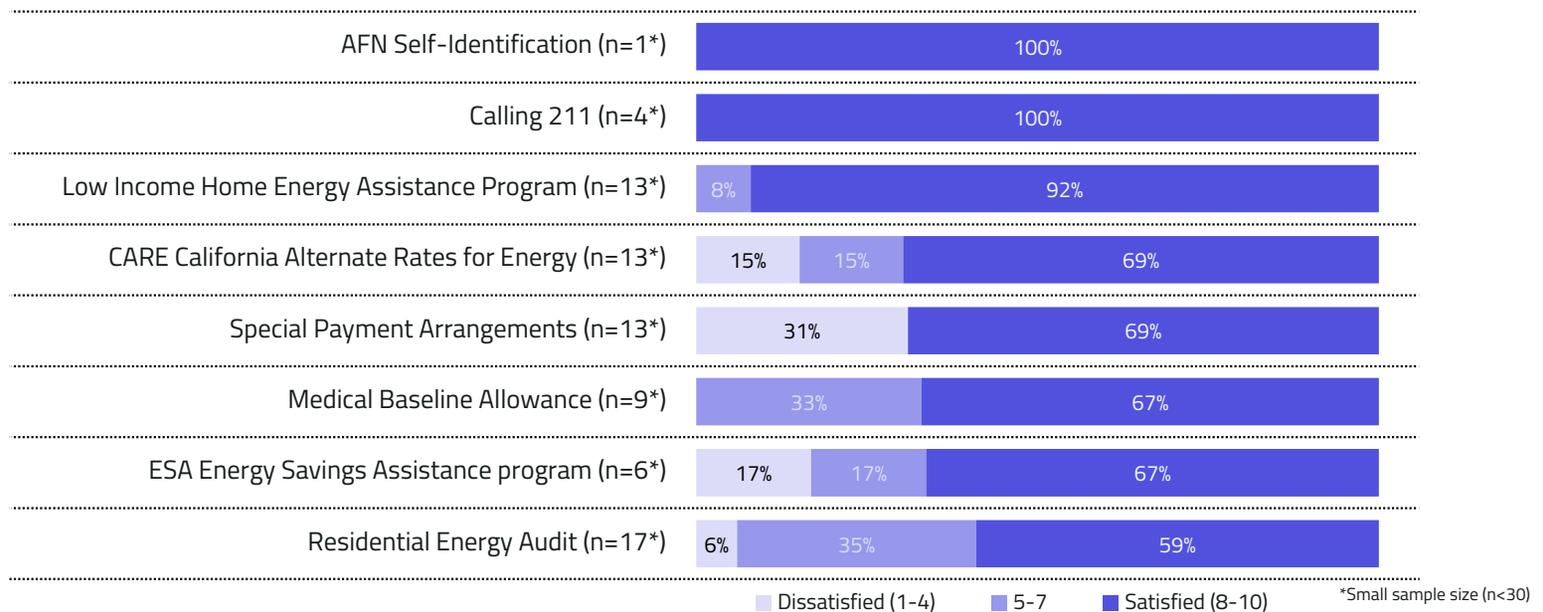
\*Small sample size (n<30)



# Satisfaction with Resources Used

- Among the small numbers of customers who have used any of the available resources in the past, satisfaction is relatively high

## Resource Satisfaction



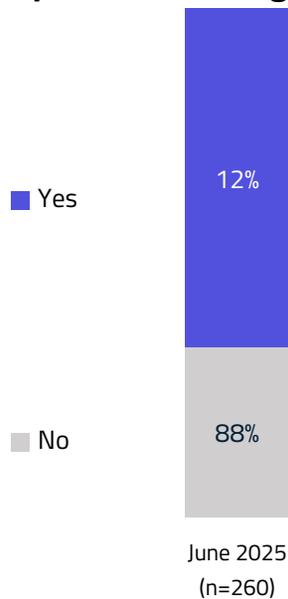
A10 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the resources you've used in the past?



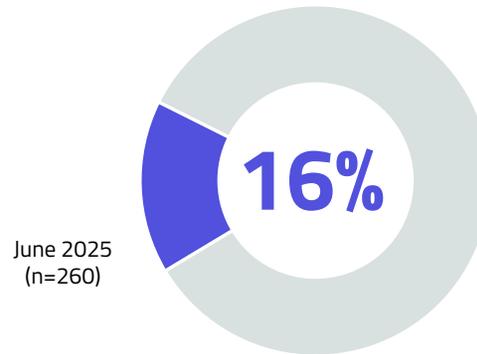
# Self-Identified AFN Status

- Just under one in eight (12%) say someone in their household is at increased risk of harm to health, safety, or independence during a power outage

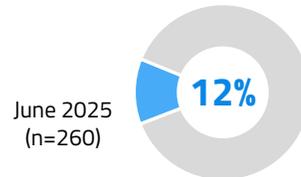
## Households With Increased Risk of Harm to Health, Safety, and Independence During Power Outage



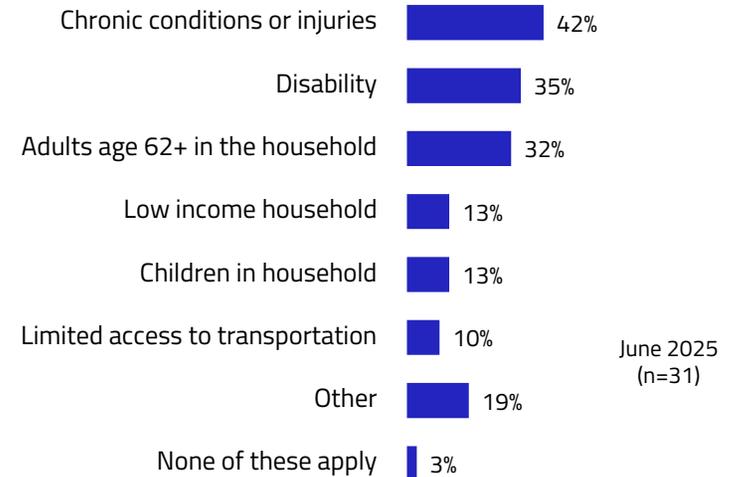
## Access and Functional Needs



## Relies on Electricity for Medical Needs



## Reasons For Increased Risk of Harm During Power Outage



QA14. Are you, or anyone else in your household, at increased risk of harm to health, safety, and independence during a power outage? (n=260; Total)

QA15. For what reasons are you, or anyone else in your household, at increased risk of harm to health, safety, and independence during a power outage? (n=31; A14=Yes)

Q14. Does anyone in your home or business rely on electricity for medical needs/equipment? (n=260; Total)

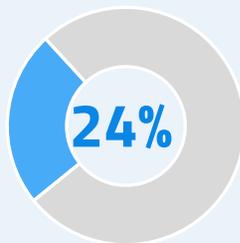


# Access and Functional Needs Resources

- Among the 16% of customers who indicated they have access and functional needs, 24% are aware that Liberty looks to identify households with AFN needs to provide targeted communication and earlier notification of PSPS
- 30% of Critical or AFN customers have received communication from Liberty about programs available and 9% indicate they engage with Community Based Organizations outside of a PSPS context

## Aware Liberty Identifies AFN Households for Targeted Communication & Early PSPS Notification

(among AFN customers)



June 2025  
(n=42)

## Received Direct Communication on Liberty Programs or Preparedness

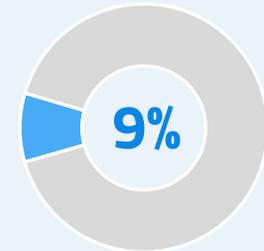
(among AFN/Critical customers)



June 2025  
(n=54)

## Engage with Community Based Organizations Outside of PSPS Events

(among AFN/Critical customers)



June 2025  
(n=54)

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=42; AFN=Yes)

QL3 Do you recall receiving direct communication regarding available Liberty customer programs and/or preparedness? (n=54; AFN=Yes / Used CARE / 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=54; AFN=Yes / Used CARE / Critical Customer / Rely on electricity for medical needs)



# AFN Summary



# Key Metrics: AFN vs. Non-AFN

	<b>AFN Customer (n=42)</b>	<b>Non-AFN Customer (n=218)</b>
Aware of Wildfire Safety Communications	57%	67%
Aware of Communications from Liberty (among those aware)	13%	28%
Recall PSPS	62%	54%
Would Turn to Liberty Website for PSPS Info	23%	<b>46%</b>
Aware of Ability to Update Contact Info for PSPS	57%	64%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	33%	43%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	35%	--
Aware of AFN Self-Identification	5%	8%

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



# Demographic Profiles: AFN vs. Non-AFN

	<b>AFN Customer (n=42)</b>	<b>Non-AFN Customer (n=218)</b>
Gender	Male – 45% Female – 48%	Male – 59% Female – 38%
Age	18-54 – 26% 55-64 – 12% 65+ – 52%	18-54 – 22% <b>55-64 – 28%</b> 65+ – 44%
Median Income	\$63K	<b>\$132K</b>
Home Ownership	Own – 74% Rent – 17%	Own – 84% Rent – 10%
Reside in Liberty Service Territory	<b>Year round – 69%</b> 6 to 11 months – 10% Under 6 months – 21%	Year round – 53% 6 to 11 months – 11% <b>Under 6 months – 36%</b>
Primary Language is not English	17%	12%
Responded they Rely on Electricity for Medical Needs	74%	--

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 2025.

- 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 organization
  - Some report general communications being sent to the agency that are seen as “customer-facing” rather than specific to CBOs or agencies
  - Others recall specific communications from Liberty to their agency, and mention workshops or virtual training events
- Most of the communications recalled about PSPS were via email, and provided general information about when power might go out; in some cases, the recall of the messaging was vague enough that it could have been for any weather-related outage
- CBOs all have some degree of interaction with the public related to PSPS, but none of those interviewed this wave are directly providing information about public preparation
  - Interactions typically revolve around letting their clients know what services will not be available during a PSPS event
  - Some centers are positioned to function as a CRC in the event of a PSPS, but have not personally been involved
- Community-facing education from Liberty about PSPS is important, including an explanation of PSPS, why events are called, how to prepare, and what Liberty is doing to mitigate the potential for PSPS
  - Social media, flyers/handouts, email communications, community events, are recommended, and late spring/early summer is the ideal time
  - English and Spanish are the primary languages required

## PSPS Awareness and Messaging (cont.)

- Special care is required to reach those most vulnerable
  - Seniors are less likely to be active on social media, and are more dependent on word of mouth during emergency situations; it is important to encourage the community to help spread the word, as well as partnering with senior centers, CBOs, and county agencies to post flyers, etc.
  - Renters and those in group home settings may not personally be Liberty customers and may not receive direct communications
  - As much advanced notice as possible is appreciated for those who are most vulnerable during a PSPS
- Several resources are mentioned that would help the community
  - Information about how to prepare for an outage or fire (having food/water, gas in car, go bags, shelter information, etc.)
  - Support with generators or backup power or supporting facilities such as senior centers, hospitals, CRCs, etc.
- Participants would welcome Liberty’s participation in public-facing meetings and encourage Liberty to make it easier to attend PSPS informational events
  - Liberty is encouraged to visit sites or attend community events where they can interact directly with the public
  - Hosting PSPS meetings online and making recordings available for those who cannot attend would help reach those farther away or who are unable to attend during the live event
- As much advanced notice as possible for PSPS events is important, particularly for those more vulnerable to power outages



# CBO Interviews

## CRC Awareness and Messaging

- Participants are aware of CRCs, but the level of familiarity is limited
  - A couple of CBOs have served as CRCs in the past, and think they might still be in partnership but are not personally involved and do not know the details about coordination
  - They acknowledge the importance of providing a place where people can go, especially for seniors or those with medical equipment that requires electricity
- All agree that it is important to make the public aware of CRCs, including where they are located, when they will be operational, and what resources will be provided
  - Similar messaging to PSPS is recommended, including direct mail and email from Liberty, social media outreach, distributed flyers or mailers, text messaging, and spreading the word in-person at events or at CBO sites
  - This is especially important for the elderly population, AFN, and those with medical needs
- Liberty could support CRCs with resources, such as generators, transportation, and supplies is an area where participants feel Liberty could contribute
  - In addition to providing electricity for medical equipment, cooling is highly important to those who are elderly or medically fragile
  - CBOs, senior centers, aid agencies (e.g., Red Cross) are mentioned as natural partners for running CRC operations

## AFN Awareness and Messaging

- Participants who support seniors are familiar with AFN and actively support this community, but those focused more on children are not familiar
  - Those who work with seniors have lists of AFN community members, but do not actively provide alerts or notifications related to PSPS
  - There is little knowledge of Liberty's AFN program, and CBO's outreach efforts are based on providing their core services; they receive referrals from county government, senior centers, meal delivery programs, and word of mouth and are open to providing information about Liberty's resources
- CBOs interviewed are unsure about the ability to share AFN data with Liberty (and vice versa), due to privacy requirements and regulations; the general perception is that AFN status is covered by HIPPA and special arrangements and care would be required to ensure privacy
- Educating the public and CBOs focused on seniors about the additional notifications and resources available to customers enrolled in AFN self-identification is important, as there appears to be knowledge gap among those interviewed this wave
- It is important to include those who are supported by case managers or live in master leased apartments by CBOs, as they are unlikely to be direct Liberty customers and may not receive notifications or have access to the resources available to those enrolled in AFN directly through Liberty



# CBO Interviews

## Additional Resources

- Participants this wave have limited knowledge of support resources provided by Liberty
  - CARE and other income support programs are most commonly recalled; those working with low-income families or seniors do point their clients to resources available from Liberty
  - Awareness of Medical Baseline is more limited, with one participant being aware of PG&E's program and that Liberty also offers something similar
  - Only one participant was aware of 211 Resources and has told clients about the program
- Due to the general lack of awareness of Liberty's programs, participants are not aware of the efforts taken by Liberty to educate customers
  - Sending mailings or emails, posting flyers, and attendance at events or CBO sites are considered ways Liberty could educate customers about resources available for the community
  - Direct communication with CBOs, or meetings (virtual or in-person) would be helpful in educating them so they can pass on information to clients



# Demographic Profiles



# Respondent Profiles

Gender	Total (n=260)	Recallers (n=169)	Non-Recallers (n=65)
Male	57%	54%	65%
Female	39%	41%	31%
Age			
18 to 24	--	--	--
25 to 34	3%	2%	5%
35 to 44	8%	8%	6%
45 to 54	13%	12%	11%
55 to 64	25%	24%	32%
65 or over	45%	47%	38%
Prefer not to say	7%	7%	8%

Renter/Homeowner	Total (n=260)	Recallers (n=169)	Non-Recallers (n=65)
Own	82%	84%	77%
Rent	11%	9%	17%
Prefer not to say	6%	7%	5%
Reside in Liberty Service Territory			
Year round	55%	58%	57%
6 to 11 months	11%	9%	12%
Under 6 months	34%	33%	31%
Household Income			
Less than \$20,000	2%	2%	3%
\$20,000 to \$39,999	7%	6%	12%
\$40,000 to \$59,999	7%	8%	6%
\$60,000 to \$89,999	11%	11%	12%
\$90,000 to \$129,999	9%	11%	6%
\$130,000 to \$199,999	10%	11%	8%
\$200,000 or more	22%	20%	23%
Prefer not to say	31%	31%	29%

Q17 What is your gender? (n=260; Total)

Q18 What is your age category? (n=260; Total)

Q19 Do you own or rent your home? (n=260; Total)

Q20 Which of the following best describes your annual household income? (n=260; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers



# Respondent Profiles – AFN Criteria

	<b>Total</b> (n=260)	<b>Recallers</b> (n=169)	<b>Non-Recallers</b> (n=65)
AFN (NET)	16%	14%	20%
Age 65+	45%	47%	38%
<\$40K income	10%	8%	15%
Chronic conditions or injuries	42%	47%	33%
Limited access to transportation	10%	7%	17%
Physical, developmental, or intellectual disability	35%	27%	42%
Non-English language needs	13%	11%	22%
Medical need	12%	12%	12%

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

Jakob Lahmers - [Jakob.Lahmers@mdcresearch.com](mailto: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 413 surveys were completed between November 13 and November 30
  - 📞 Phone: 80 completed surveys from 12,412 records
  - 🖥️ Web: 333 completed surveys from 20,046 records



# Key Findings

## Communications

- **76% are aware of wildfire safety communications**, up significantly from June 2025 (65%).
- **Liberty** remains the primary source for wildfire preparedness information and saw a significant increase from June 2025 (36% vs 25%). **Vegetation management** and **personal preparedness** are the most common messages recalled.
- **Email** remains the most cited channel for wildfire preparedness communication and saw a significant increase from June 2025 (46% vs 33%); bill inserts, direct mail, and social media make up the next most common tier.
- **Local agencies, community meetings, and email are considered the clearest; community meetings, newspaper, and local agencies are seen as the most useful resources** for information about wildfire preparedness.
- **68%** recall seeing, hearing or reading the phrase **"Public Safety Power Shutoff or PSPS,"** up significantly from last wave (55%). **Email (53%), TV news (26%), and social media (21%)** remain the most common sources of PSPS communication.
- Among those recalling the phrase "PSPS" from the past year, **96% are aware of its possible implementation to prevent wildfire**, consistent with last wave (97%); just under eight in ten **understand PSPS is a last resort (79%)** and the likelihood of **implementation becomes reduced when Liberty takes steps to harden its infrastructure (86%)**.
- **46%** say they would first turn to the **Liberty website** for information about a PSPS event, consistent with last wave (42%).
- Notifications via text (57%) and email (28%) are considered the two most effective forms of communication from Liberty. Larger font (8%) and audio recordings of written text (6%) are seen as the most helpful communication elements that could be incorporated.

## Actions Taken

- **65% 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.
- **58% are aware of Liberty's efforts to prune vegetation** around power lines in higher-risk areas, consistent with last wave (51%). **Non-Recallers** are significantly more likely than Recallers to say they are unaware of Liberty's efforts (**51% vs 14%**). **66%** are aware they can **update their contact information with Liberty**, consistent with June 2025 (63%); 69% of those aware have done so, also consistent with last wave (69% vs 66%).

## AFN and Critical Customers

- **24% of customers can be considered AFN.**
- Of the resources available to the public, customers are most likely to be aware of **LIHEAP (58%), special payment arrangements (49%), and Residential Energy Audit (39%)**; 34% have not investigated any of the resources and 27% 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, 44% are aware of additional notices from Liberty, 26% are currently enrolled in the Medical Baseline Allowance program.
- 98% of respondents indicated it would not be helpful to receive communications in a language other than English; less than 1% indicate Spanish and Russian as their preferred language.

## PSPS Experience

- 34% of customers report experiencing a PSPS this year, consistent with last wave (33%); of those, 71% said they received adequate notification and information to prepare, though 13% say the number one improvement to be made is more frequent/faster notifications. 23% say no PSPS notification improvements are necessary.



# Recommendations

Consider more targeted outreach efforts to engage the public on wildfire safety and knowledge of PSPS.

- While overall communication awareness saw a significant increase in November 2025 when compared with June 2025 (76% vs 65%), Liberty customers under the age of 65, as well as those indicating a reliance upon electricity for medical needs and those identified as AFN, are significantly less likely than their counterparts to say they've seen or heard communications about wildfire safety in the past year.

Continue efforts to increase AFN self-enrollment, and awareness that enrolling will provide targeted early notifications about PSPS. Also consider promotion of CBOs that provide support to AFN customers during and outside of PSPS events.

- Only 3% of AFN customers are aware of AFN self-enrollment, and two thirds of AFN customers are not aware that Liberty provides targeted communications and early notice about PSPS.
- Only one in five AFN customers have engaged with CBOs outside of PSPS events.

Evaluate communication efforts during the off season.

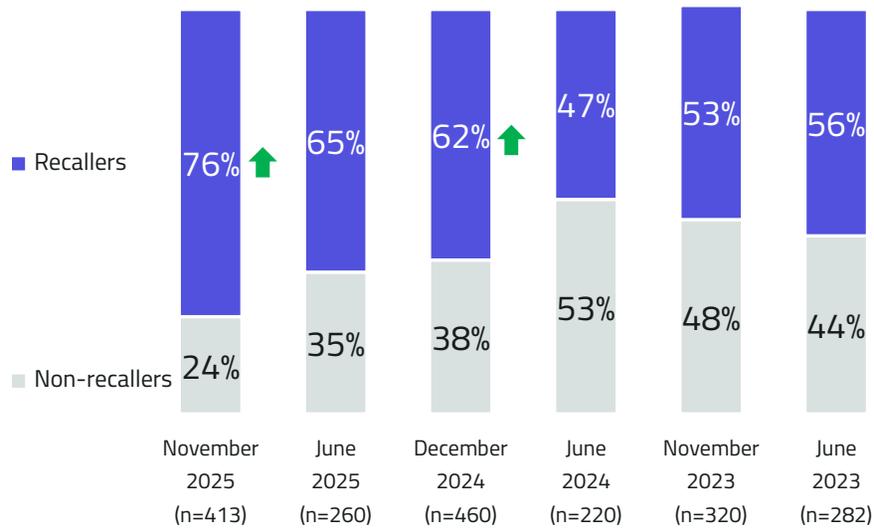
- In November 2025, information recall about wildfire preparedness from Liberty saw significant improvements across all evaluated messages when compared with June 2025 results. A similar pattern was observed between December 2024 and June 2024, hinting at the cyclical nature of messaging in addition to the general relevance of this type of communication throughout the summer. There is opportunity during the winter months to spread the word around taking actions to prevent or prepare homes and business in the event of a PSPS, particularly around preparing emergency readiness plans & contact information, preparing emergency kits, and food and water storage, all of which have been consistently among the fewest actions taken by customers.
- Less than half (39% to 45%) are highly satisfied, while roughly one quarter (23% to 28%) are dissatisfied with Liberty's outreach and engagement around the amount of information received, where to find information to help stay safe, what to expect in the event of a PSPS, availability of resources in the community, what Liberty does to reduce wildfire risk, and in preparing you to act in the event of a wildfire.
- With the Liberty website consistently remaining the number one source customers indicate they would turn to first for information about PSPS, consider ways to increase traffic to the website for additional information, particularly the resources made available by Liberty, such as updating contact information and other special programs.
  - Despite relatively high satisfaction with resources, less than half of customers indicate awareness, and even fewer have used resources like Special Payments Arrangements, Residential Energy Audits, California Alternate Rates for Energy, ESA Energy Savings Assistance, Medical Baseline Allowance, calling 211, and AFN Self-Identification.



# Wildfire Safety Communications Awareness

- Just over three in four (76%) have seen or heard communications about wildfire safety in the past year, significantly higher than in June 2025 (65%)

## Communication Awareness



Q2 Have you seen or heard any communications about wildfire safety in the past year? (n=413; Total)

	Recallers (n=313)	Non-Recallers (n=100)
Gender	Male – 50% Female – 43%	Male – 46% Female – 42%
Age	18-54 – 17% 55-64 – 19% <b>65+ – 58%</b>	<b>18-54 – 28%</b> 55-64 – 16% 65+ – 46%
Median Income	\$115K	\$86K
Home Ownership	Own – 84% Rent – 10%	Own – 75% Rent – 16%
Primary Language is not English	12%	17%
Responded they Rely on Electricity for Medical Needs	15%	<b>26%</b>

↑ ↓ 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)

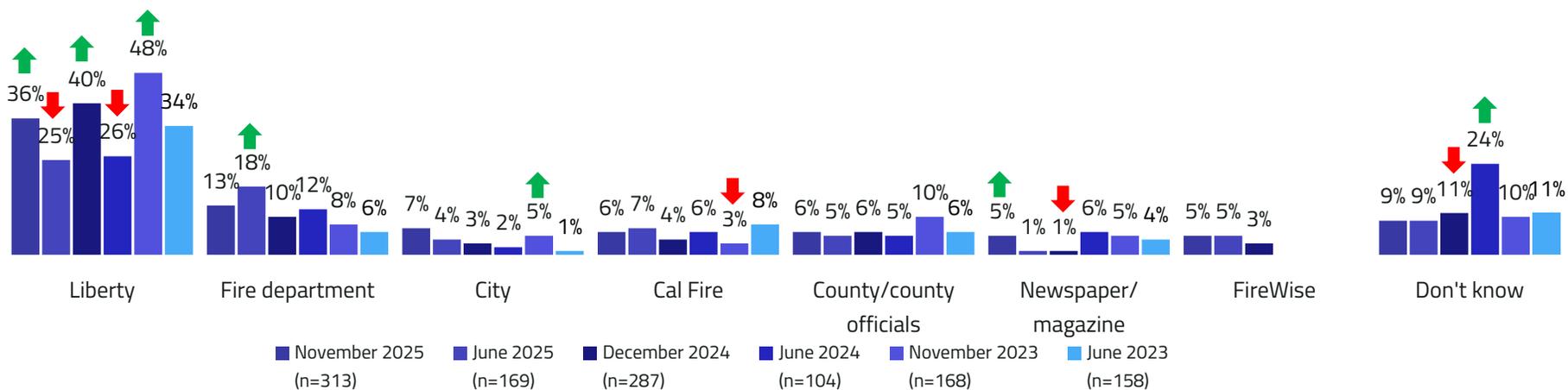


# Sources of Wildfire Preparedness Communications

- Of those aware of communications, just over one third (36%) mention Liberty as the source of wildfire preparedness communication, up significantly from June 2025 (25%); roughly one in eight (13%) mention fire departments, consistent with June 2025 (18%)
- Just under one in ten (9%) are not aware of the source of communication, consistent with June 2025 (9%)

## Wildfire Preparedness Communications Sources

(among those who recall communication)



Q5 Who was the information about wildfire preparedness from? (n=313; Aware of Communication)

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

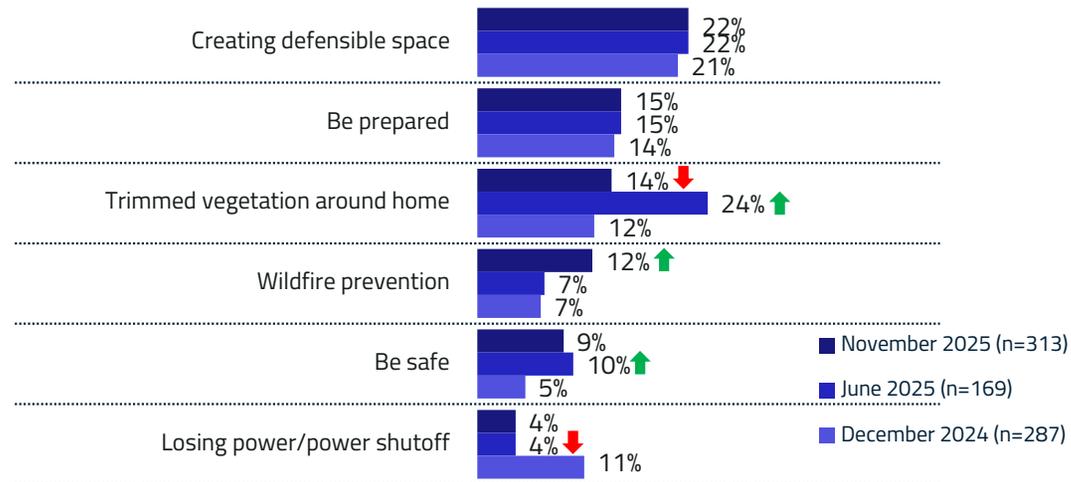


# Unaided Message Recall

- Of those who recall communications, just over one in five cited creating a defensible space (22%) as the main takeaway from communications about wildfire safety over the past year, consistent with June 2025 (22%)
- One in seven (14%) recall the message of trimming vegetation, down significantly from June 2025 (24%)

## Communications Main Takeaway

(among those who recall communication)



QB1 What was your main takeaway from the communications? (n=313; 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 seven in ten recall messages about vegetation management (69%), followed by personal preparedness (60%) and PSPS (44%)
- Compared to the previous wave, mentions of all messages increased significantly

## Communications Messages Recalled

(among those who recall communications)

		June 2025 (n=169)	Dec 2024 (n=287)	June 2024 (n=104)	Nov 2023 (n=168)	June 2023 (n=158)
Vegetation Management	69% ↑	57%	56%	57%	58%	56%
Personal Preparedness	60% ↑	34% ↓	56%	43%	55%	61%
Public Safety Power Shutoff	44% ↑	16% ↓	57% ↑	19% ↓	32%	27%
Infrastructure Hardening	30% ↑	18%	27%	21%	18% ↑	9%
Notifications & Updating Customer Information	30% ↑	7% ↓	28% ↑	10% ↓	23%	23%
Liberty's Wildfire Mitigation Plan	29% ↑	9% ↓	28%	29%	38%	31%
Local Emergency Services – Resources	26% ↑	17% ↓	26% ↑	13% ↓	26%	20%
Local Emergency Services – Support Tools	22% ↑	8% ↓	19%	13%	20%	15%
Medical Needs	21% ↑	8% ↓	20% ↑	12% ↓	22%	20%
CPUC designation of high wildfire threat areas	20% ↑	8% ↓	17%	12%	20%	15%
Enhanced Wildfire Safety Settings	19% ↑	5% ↓	18% ↑	10%	16%	12%
Community Resource Centers available for info & support	16% ↑	8% ↓	18% ↑	8%	14%	15%
Weather Stations	8% ↑	4%	7%	5%	7%	9%

Q3 What were the messages of the information you saw or heard about wildfire preparedness from Liberty? (n=313; Aware of Communication)

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

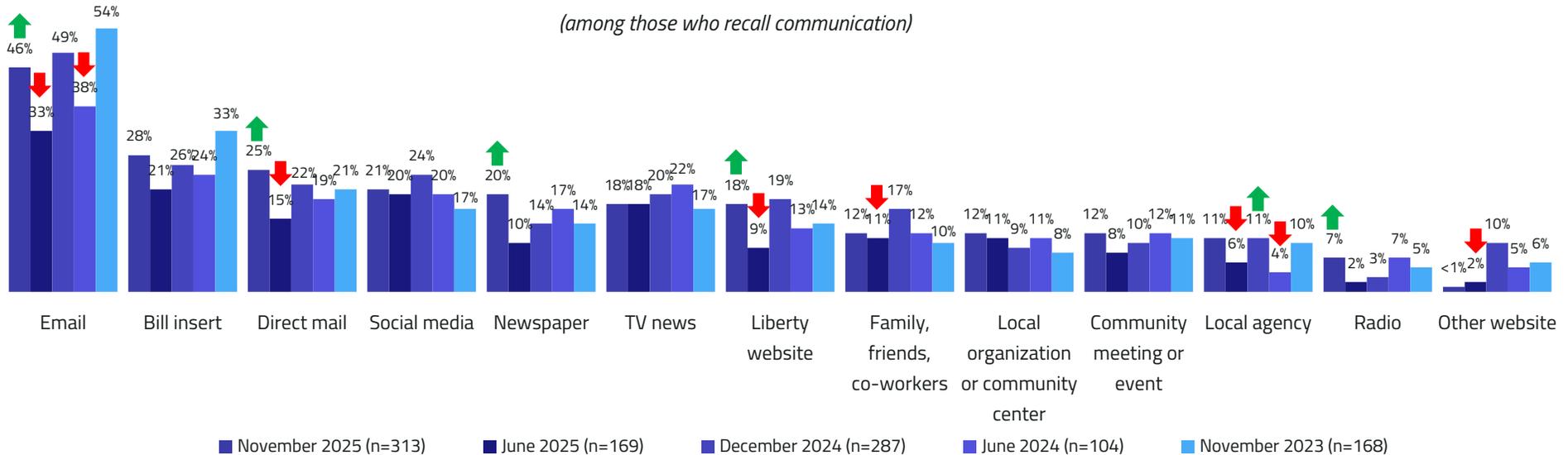


# Information Channels for Wildfire Communications

- Email remains the most common channel for wildfire preparedness communication with just under half (46%) mentioning it, followed by bill inserts (28%), direct mail (25%), social media (21%), and newspaper (20%)
- Mentions of email, direct mail, newspaper, the Liberty website, and radio all saw significant increases from June 2025

## Information Channels for Wildfire Preparedness Communications

(among those who recall communication)



Q4 Where did you see or hear the communications about wildfire preparedness? (n=313; Aware of Communication)

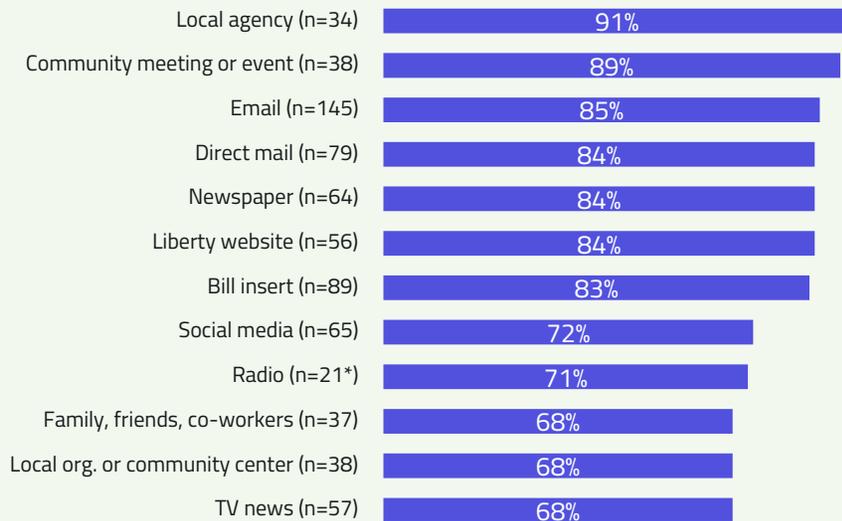
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



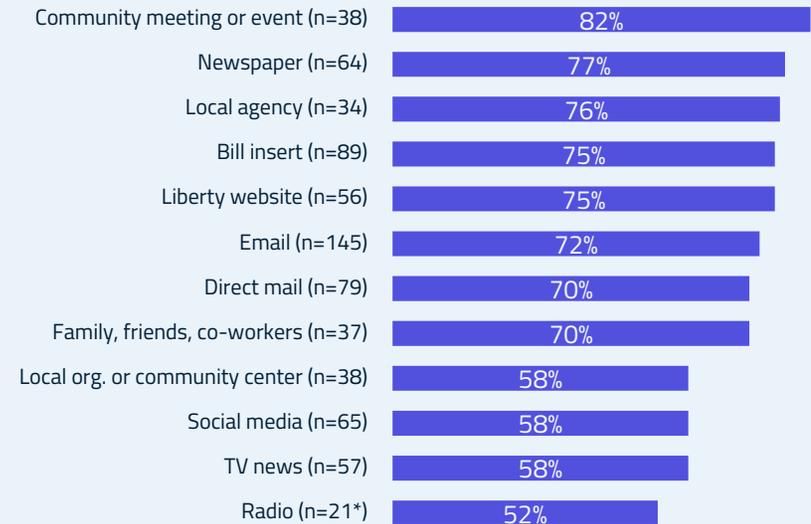
# Information Usefulness and Clarity

- In terms of clarity, local agency (91%), community meetings or events (89%) and email (85%) are rated the highest, along with direct mail (84%), newspaper (84%), and the Liberty website (84%)
- In terms of usefulness, community meetings or events (82%), newspaper (77%), and local agency (76%) are rated highest

## Clarity



## Usefulness



Q4A How useful was the information about wildfire preparedness from each of these sources? (n=313; Aware of Communication)

Q4B How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=313; Aware of Communication)

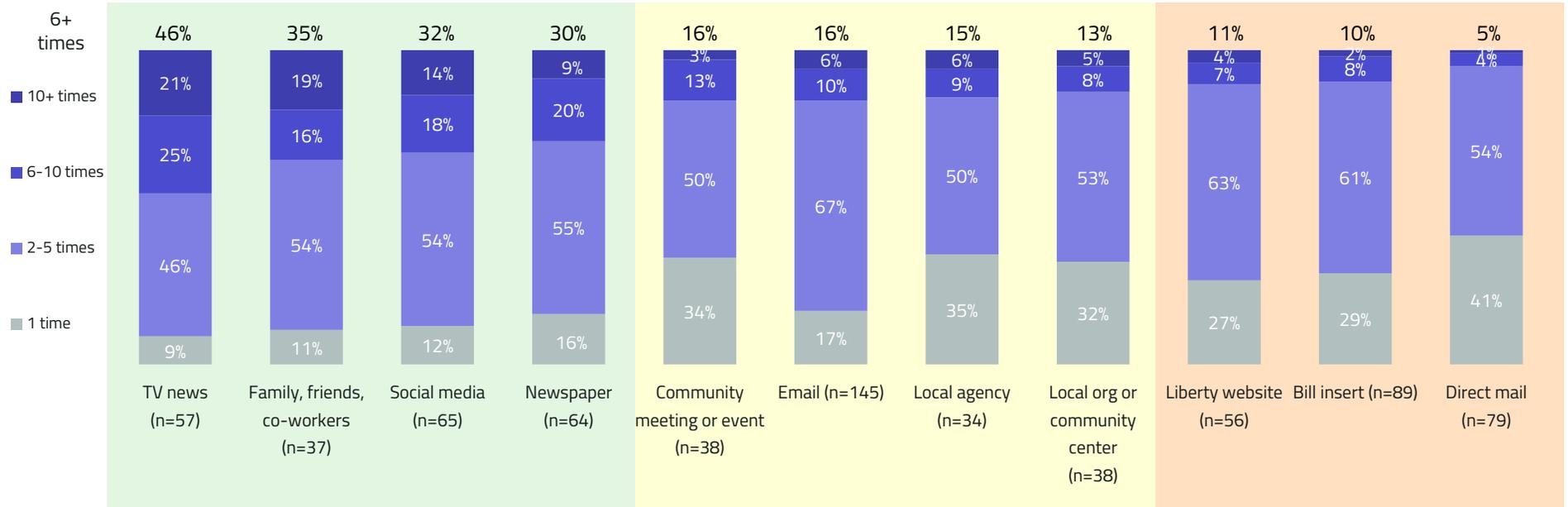
\*Small sample size (n<30)



# Communication Frequency

- Just under half say they have seen at least six messages about wildfire preparedness on TV news (46%), followed by family, friends, co-workers (35%), social media (32%), and newspaper (30%)

## Communication Frequency



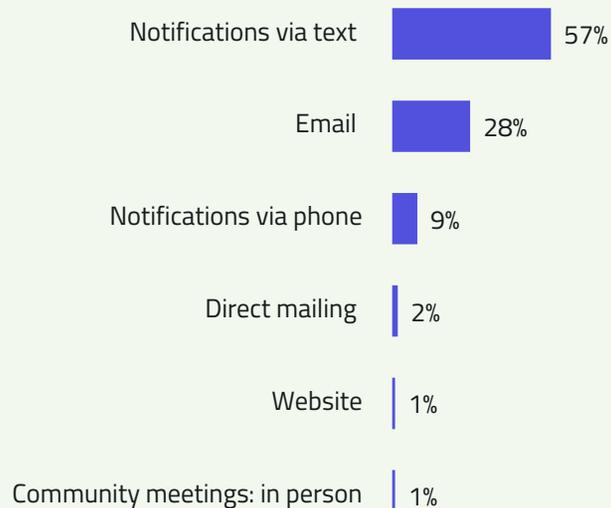
Q5A In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? (n=313; Aware of Communication)



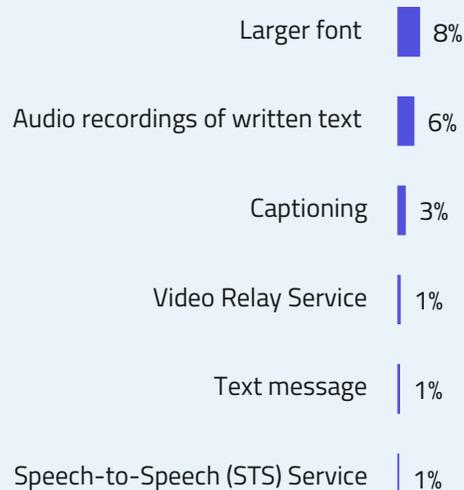
# Effective and Helpful Communication

- Notifications via text remain the most effective form of communication from Liberty (57%) followed by email (28%); larger font is the most helpful (8%) element that could be incorporated, followed by audio recordings of written text (6%)

## Most Effective Communications



## Helpful Elements



A6 What method of communication from Liberty do you find most effective? (n=413; Total)

A12 Regardless of how communications from Liberty are received, which, if any, of the following would be helpful for you? (n=413; Total)



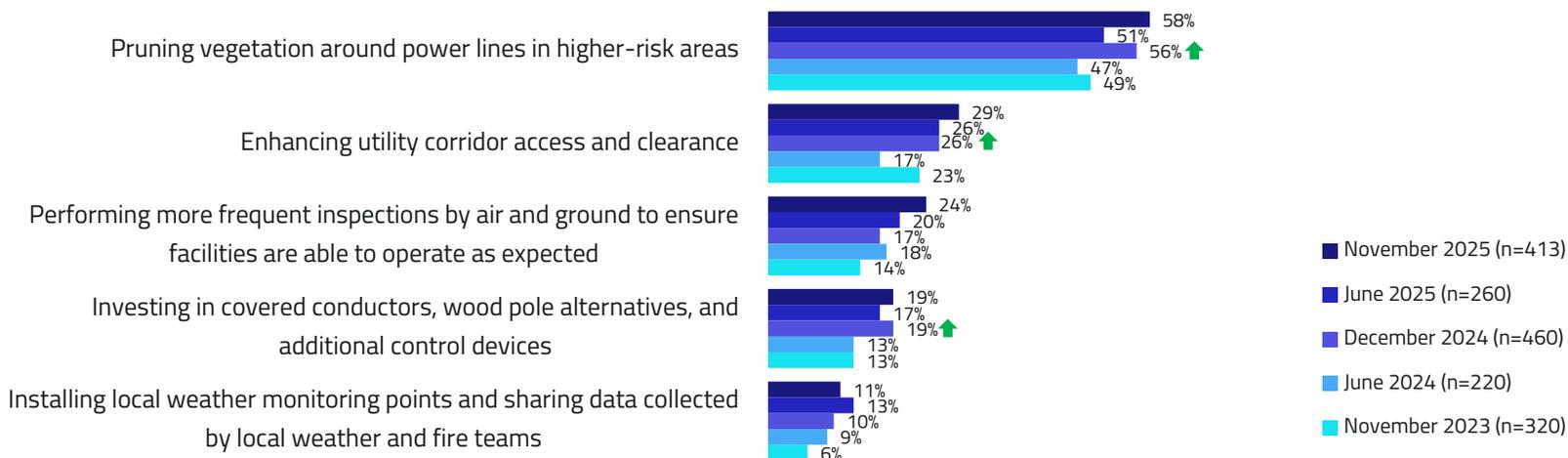
# Wildfire Preparedness Actions Taken



# 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 (58%), remaining in line with June 2025 (51%), followed by enhancing utility corridor access and clearance (29%)
- **Non-Recallers** are significantly more likely than Recallers to say they are not aware of any efforts by Liberty (51% vs 14%)

## 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=413; Total)

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



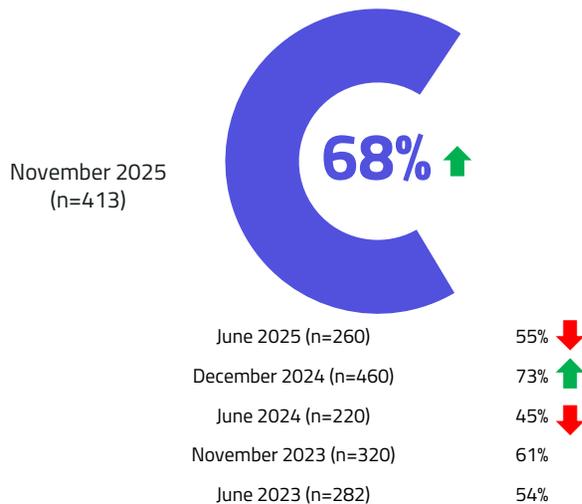
# Awareness of Public Safety Power Shutoff



# PSPS Awareness

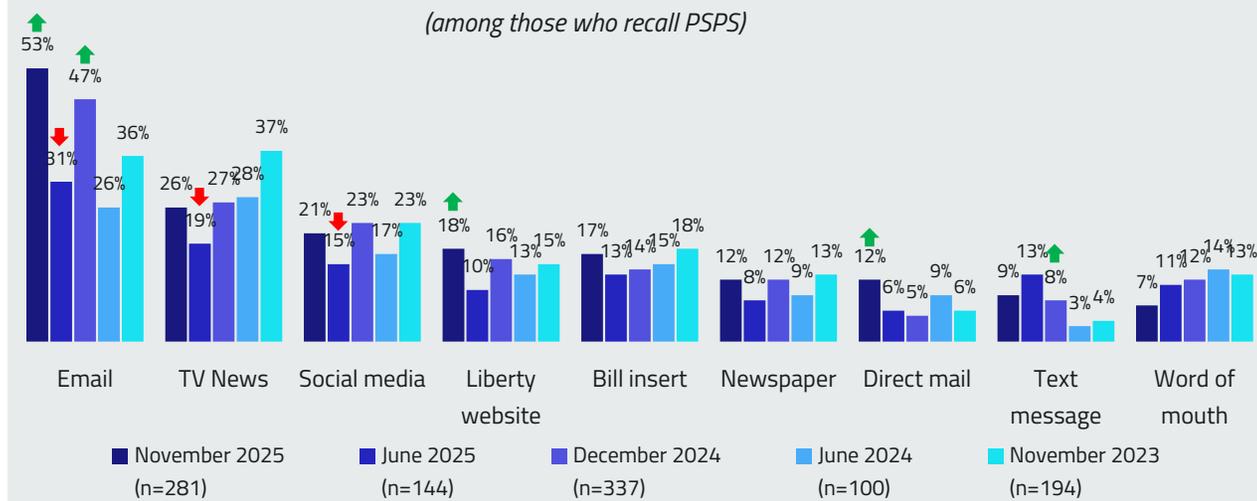
- Just over two thirds (68%) say they recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS,” up significantly from June 2025 (55%); **Recallers** remain significantly more likely than Non-Recallers to be aware of PSPS (75% vs 45%)
- Email is the leading source of PSPS communications (53%), followed by TV news (26%) and social media (21%); email, the Liberty website, and direct mail all saw significant increases from June 2025

## PSPS Recall



## Sources of PSPS Communications

(among those who recall PSPS)



Q8 In the past year, do you recall seeing, hearing or reading the phrase 'Public Safety Power Shutoff or PSPS?' (n=413; Total)  
 Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=281; Recall PSPS Communications)

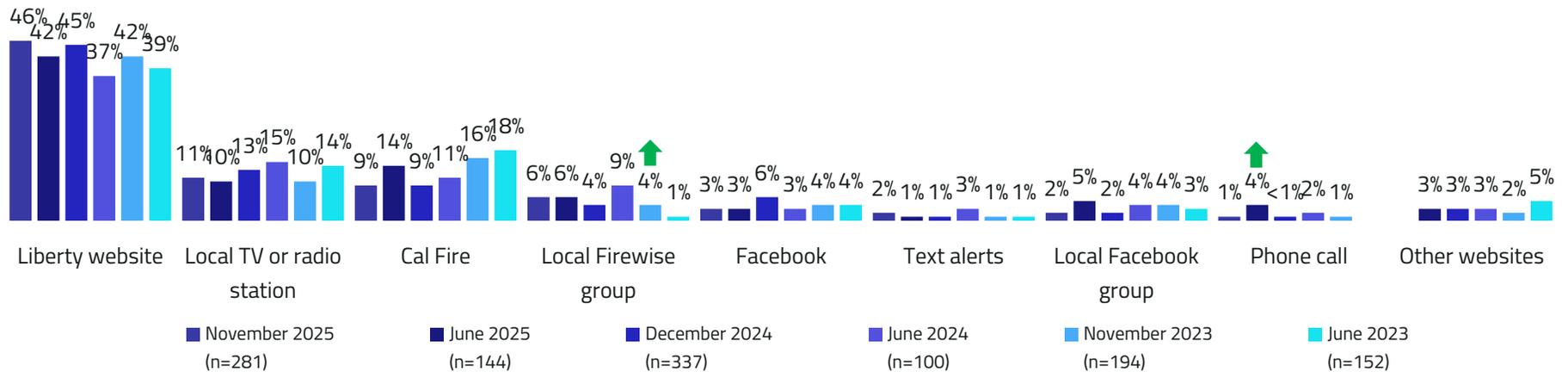
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# PSPS Information

- The Liberty website remains the most mentioned source for information about PSPS (46%), followed by local TV or radio stations (11%) and Cal Fire (9%)

## Top 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=281; Recall PSPS)

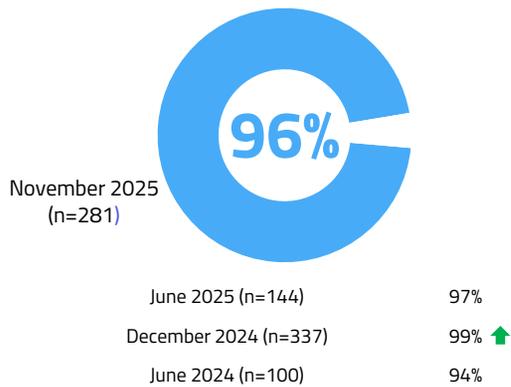
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Understanding PSPS

- Almost all (96%) of those who recall the term PSPS are aware Liberty could proactively shut off power to prevent the ignition of a catastrophic wildfire, consistent with last wave
- Just under eight in ten understand PSPS is a last resort (79%) and just under nine in ten understand that the likelihood of PSPS is reduced when Liberty takes steps to harden its infrastructure (86%)

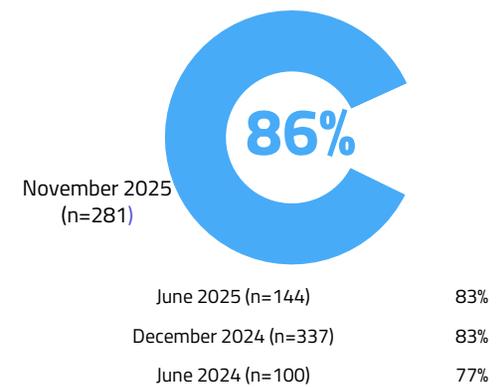
## Awareness of Potential Proactive Shutoff



## 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=281; Recall PSPS)  
 QP10B Are you aware that a proactive PSPS is a measure of last resort? (n=281; Recall PSPS)  
 QP10C Are you aware that the likelihood of a PSPS is reduced when the utility takes steps to harden its infrastructure? (n=281; Recall PSPS)

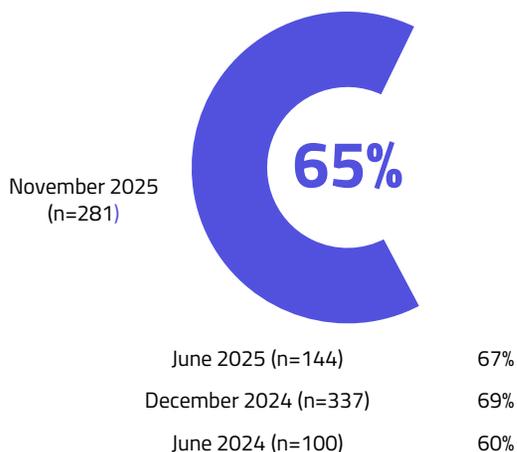
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# PSPS Preparedness

- Just under two thirds (65%) have taken actions to prevent or prepare their home or business in the event of a PSPS, consistent with previous results
- Generator preparation and purchases remain the most common action taken, mentioned by 31% of those who have taken action; trimming vegetation is the second most common action taken, mentioned by 21% of respondents

## Took Actions to Prevent or Prepare for a PSPS



Actions Taken <i>(among those taking action)</i>	November 2025 (n=183)	June 2025 (n=97)	December 2024 (n=232)
Generator (prep/purchase)	31%	35%	35%
Trimmed vegetation	21%	29%	24%
Backup battery	15%	12%	11%
Created defensible space	15%	6%	6%
Prepared lanterns/flashlights	13%	12%	17%
Switched to alternative energy source	9%	8%	7%
Food & water storage	8%	5%	5%
Prepared an emergency kit	5%	3%	3%
Candles	3%	4%	3%
Planned ahead for fuel and cash needs	2%	3%	2%
Prepared an emergency readiness plan and contact information	1%	--	1%

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=281; 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=183; Took actions)

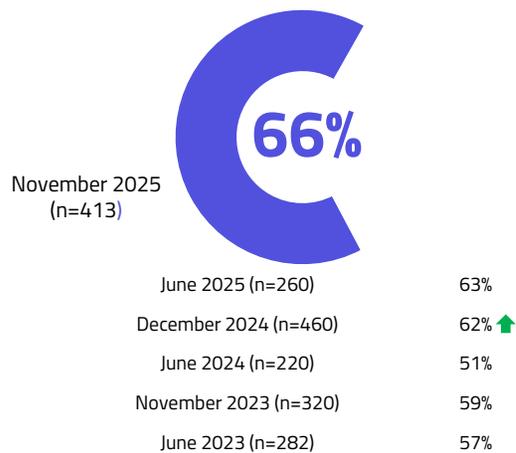
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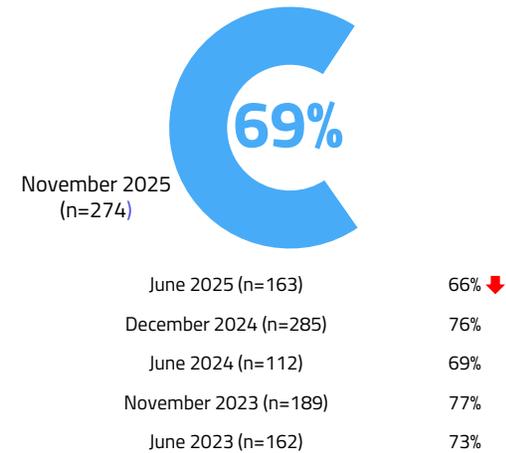
# Contact Information for PSPS

- Two thirds (66%) are aware they can update their contact information with Liberty, consistent with June 2025 (63%); awareness among **Recallers** remains significantly higher than among Non-Recallers (70% vs 54%)
- Just under seven in ten (69%) of those aware they can update their information have done so, consistent with last wave (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=413; Total)  
 Q11A Have you updated your contact information with Liberty to receive notifications prior to a Public Safety Power Shutoff? (n=274; 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 (61%), food replacement (49%), and communication (42%)
- Mentions of heating/cooling increased significantly from last wave (61% vs 40%), as did mentions of communication (42% vs 26%)

Concerns or Challenges of an Extended Power Outage		June 2025 (n=260)	Dec 2024 (n=460)	June 2024 (n=220)	Nov 2023 (n=320)
Heating/cooling	61% ↑	40% ↓	66% ↑	54% ↓	70%
Food replacement	49%	47%	52%	56%	53%
Communication	42% ↑	26% ↓	37% ↓	45%	40%
Transportation	13%	8%	13%	10%	12%
Powering medical equipment	12%	8%	9%	11%	12%
Shelter	11%	10%	12%	13%	12%
Utility pumps (well water)	11%	7%	10%	8%	12%
Cold storage of medication	10%	10%	10%	8%	7%

A5 In the event of an extended power outage, what are your most significant concerns or challenges? (n=413; Total)

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



# Medical Needs and Language Preferences

**Roughly one in eight (17%) responded that they rely on electricity for medical needs**

**Just over four in ten (44%) 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 (99%)

- One person mentioned Spanish as their preferred language and one person mentioned Russian

The majority of respondents (98%) stated it would not be helpful for them or somebody in their household to receive communications in another language

Q14 Does anyone in your home or business rely on electricity for medical needs/equipment? (n=413; 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=72; Rely on electricity for medical needs)

Q15 Is your primary language other than English? (n=413; Total)

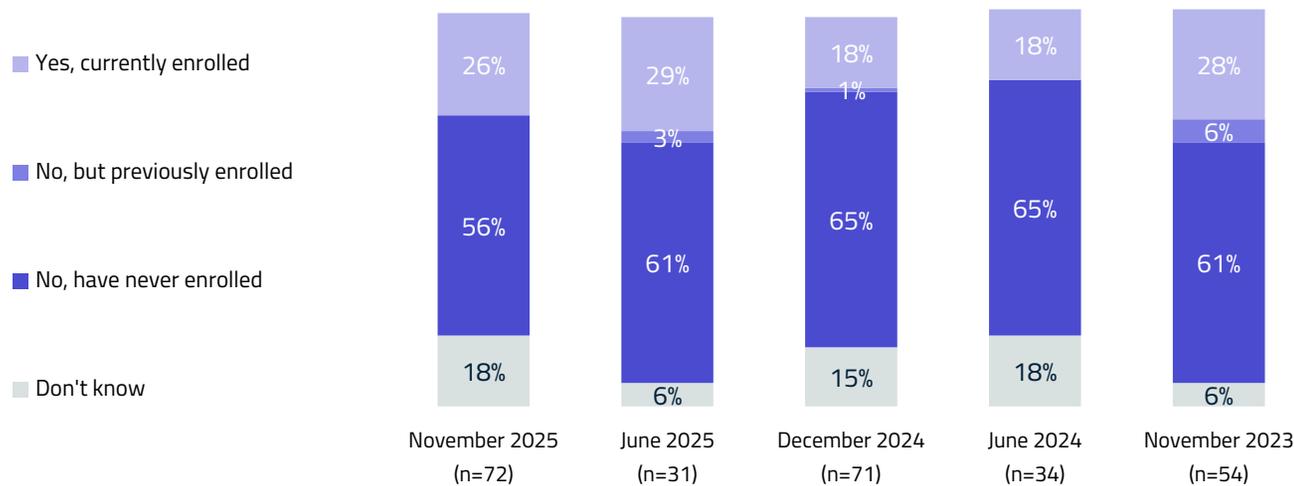
Q16 Would it be helpful for you or anyone else in your household to receive communications in another language? (n=413; Total)

Q16B What is your preferred language to receive communications? (n=413; Total)

# Medical Baseline Enrollment

- Just over one in four (26%) are currently enrolled in Liberty’s Medical Baseline Allowance Program, consistent with the previous wave
- **Recallers** are significantly more likely than Non-Recallers to be enrolled (**35% vs 12%**)

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



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

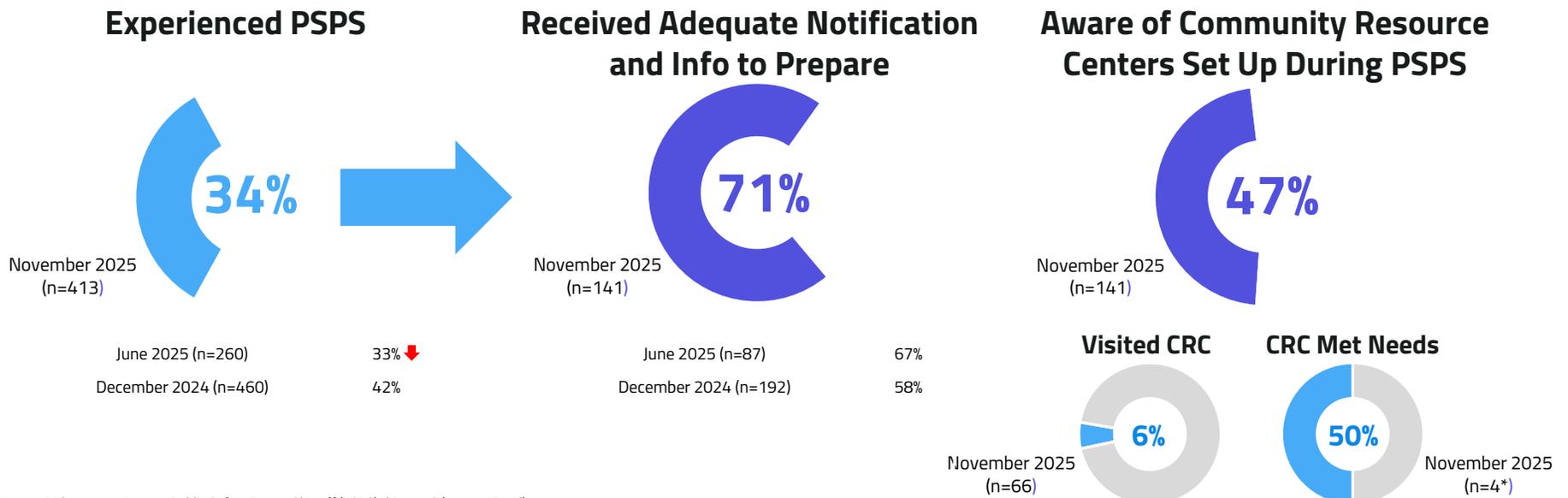


# PSPS Experience



# Experiencing PSPS

- Just over one third (34%) reported experiencing a Public Safety Power Shutoff in November 2025, consistent with June 2025 (33%)
- Among those who experienced a PSPS, just over seven in ten (71%) said they received adequate notification and information to prepare and just under half (47%) 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=413; Total)  
 QPS1A Did you receive adequate notification and information to prepare for the Public Safety Power Shutoff? (n=141; Experienced PSPS)  
 QPS1C Are you aware of Community Resource Centers set up during the Public Safety Power Shutoff? (n=141; Experienced PSPS)  
 QPS1D Did you visit a Community Resource Center? (n=66; Aware of Community Resource Centers)  
 QPS1E Did the Community Resource Center meet your needs with sufficient capacity and other functional requirements? (n=4; Visited a Community Resource Center)

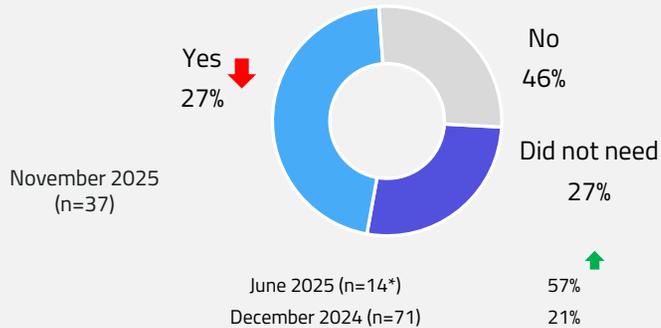
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave  
 \*Small sample size (n<30)



# Medical Equipment Use And CBO Engagement

Among those experiencing PSPS who rely on medical equipment, **just over one in four (27%) said they were able to use the necessary medical equipment during the outage**, while just under half (46%) indicated they were not able; just over one in four (27%) said they did not need to use any medical equipment during the outage

## Used Medical Equipment During PSPS



**Almost all (97%) 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.

4 people indicated they contacted county offices, local food banks, and the fire department by phone, in person, and email in the following days

QA13 Were you able to use necessary medical equipment during the PSPS outage? (n=37; 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=141; Experienced PSPS)

QA2 What local Community Based Organizations (CBOs) or resource networks did you engage with? (n=4; Engaged with CBO)

QA3 How did you engage with the CBO or resource networks you mentioned? (n=4; Engaged with CBO)

QA4 At what point during the outage did you engage the CBOs or resource networks? (n=4; Engaged with CBO)

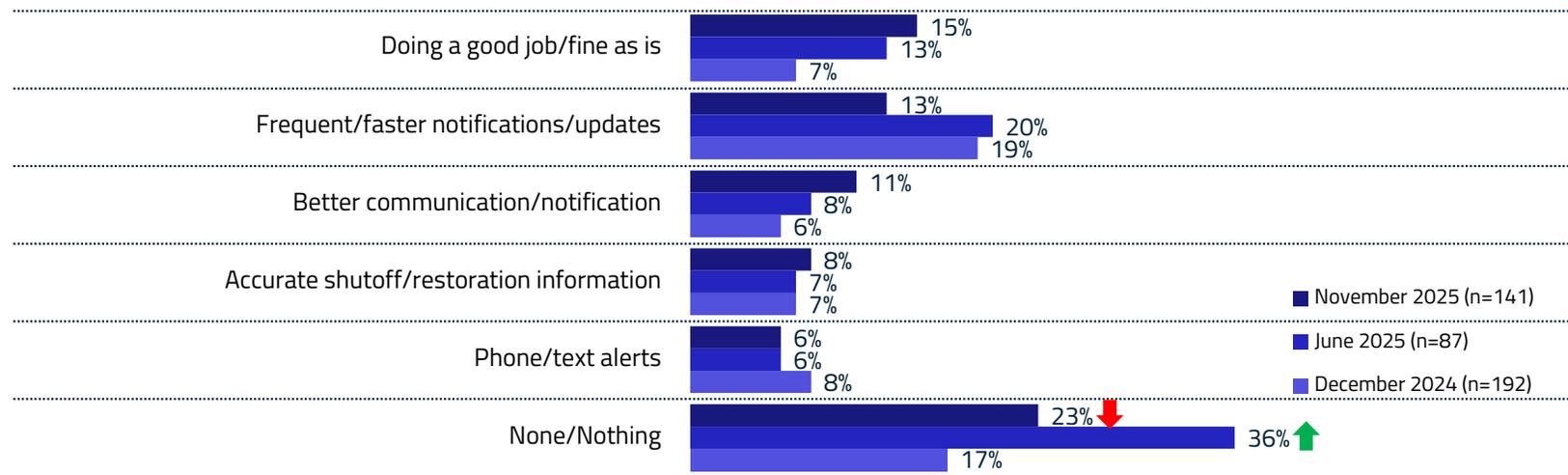
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave  
\*Small sample size (n<30)



# PSPS Notification Improvements

- One in eight (13%) of those who experienced a PSPS say the speed of notifications and updates could be improved
- Just under one in four (23%) have no recommendations for improvement, down significantly from June 2025 (36%)

## PSPS Notification Improvements



QPS1B What about the Public Safety Power Shutoff (PSPS) notification and information could have been improved? (n=141; Experienced PSPS)

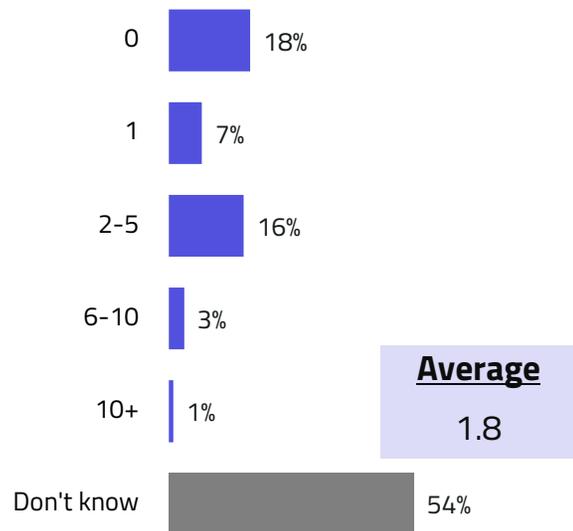
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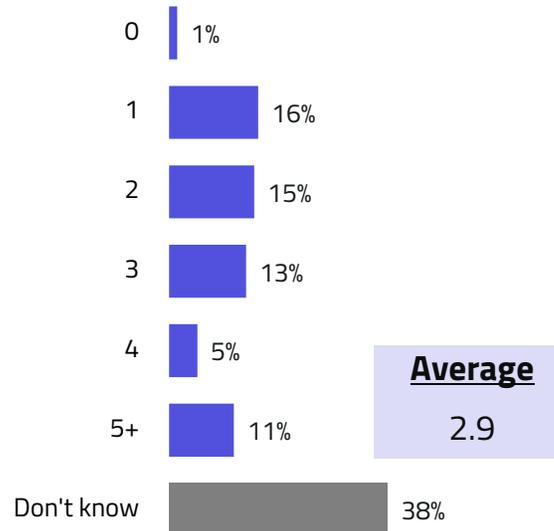
# PSPS Notifications

- Just under half (46%) of customers said they received at least one PSPS notification; among customers who said they experienced a PSPS event, an average of 2.9 events were reported

### Number of PSPS Notifications Received in Past Year



### Number of PSPS Events Experienced in Past Year



### Impact of PSPS "False Alarm"

Allowed for preparation	14%
Outside my area	6%
Nuisance	2%
Anxiety	2%
Other	16%
Don't know	2%
No effect	64%

QOSAT2 How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year? (n=413; Total)

QOSAT3 How many Public Safety Power Shutoffs have you experienced in the past year? (n=141; Experienced PSPS in past year)

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=50; Received more notifications than PSPS events experienced)

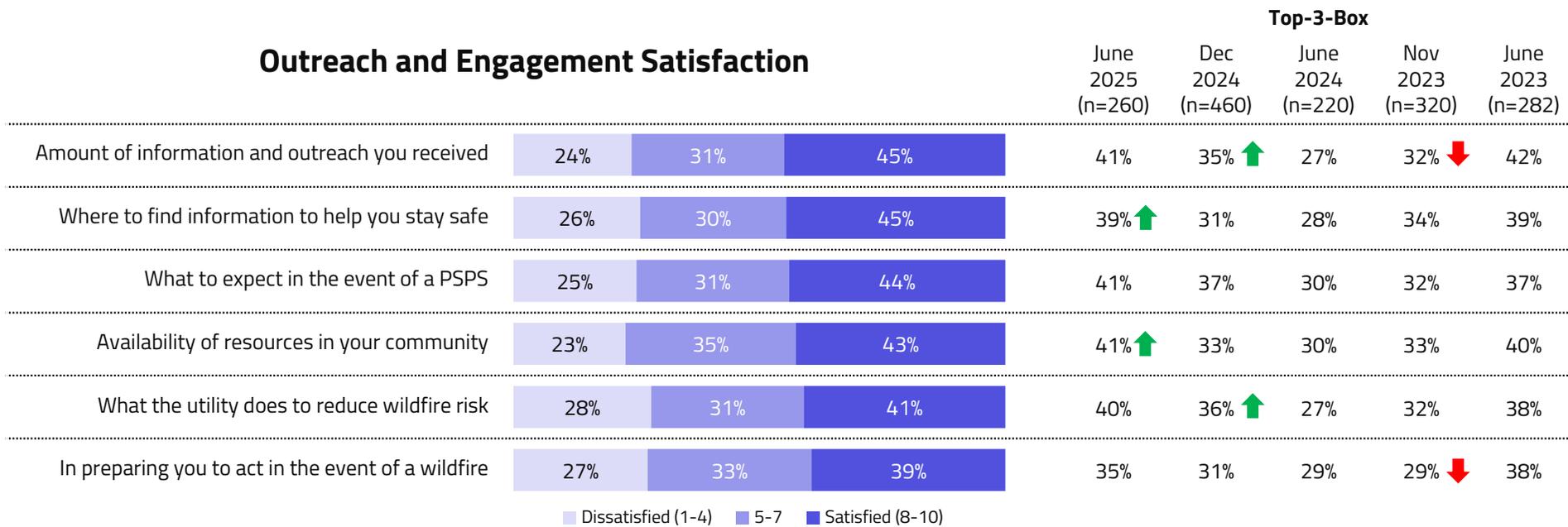


Post-PSPS



# Outreach and Engagement Satisfaction

- Customers remain generally satisfied with most of the outreach and engagement they receive
- Satisfaction with all six outreach and engagement statements remained consistent with June 2025



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=413; Total)

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



# PSPS Notifications

- Just under half (45%) say that notifications should be sent if there is any possibility of a PSPS; another 40% feel that notifications should only be sent if there is a high likelihood of a PSPS, consistent with previous results

<b>PSPS Notifications Perception</b>	Nov 2025 (n=413)	June 2025 (n=260)	Dec 2024 (n=460)	June 2024 (n=220)	Nov 2023 (n=320)	June 2023 (n=282)
Notifications should be sent if there is any possibility of a PSPS	45%	38%	45%	47%	48%	51%
Notifications should only be sent if there is a high likelihood of a PSPS	40%	45%	41%	42%	42%	37%
Notifications should only be sent if a PSPS is certain to occur	15%	16%	14%	11%	11%	12%

QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=413; Total)



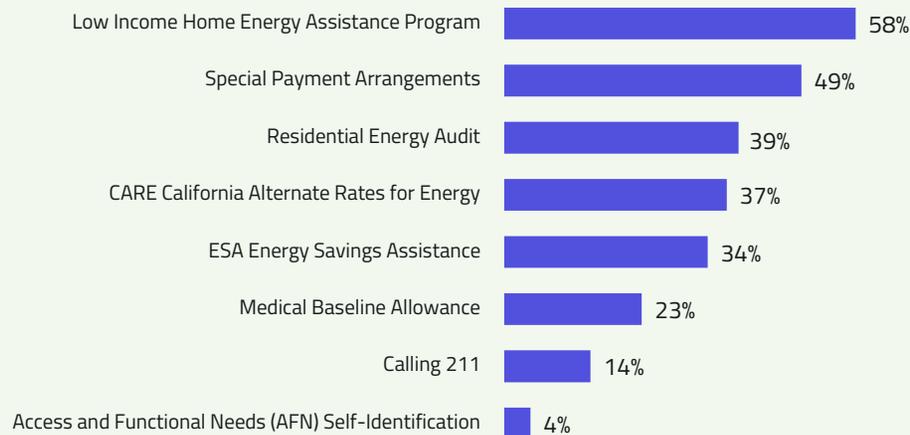
Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Awareness and Familiarity of Resources

- Of the resources available to the public, just under six in ten (58%) indicated they were aware of the Low-Income Home Energy Assistance Program, followed by Special Payment Arrangements (49%), and Residential Energy Audit (39%)
- Just over one third (34%) report they have not investigated any of the resources and just over one in four (27%) say they have no need for the resources

## 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=413; Total)

A8 What statement best describes your familiarity with the resources you just reviewed? (n=413; Total)

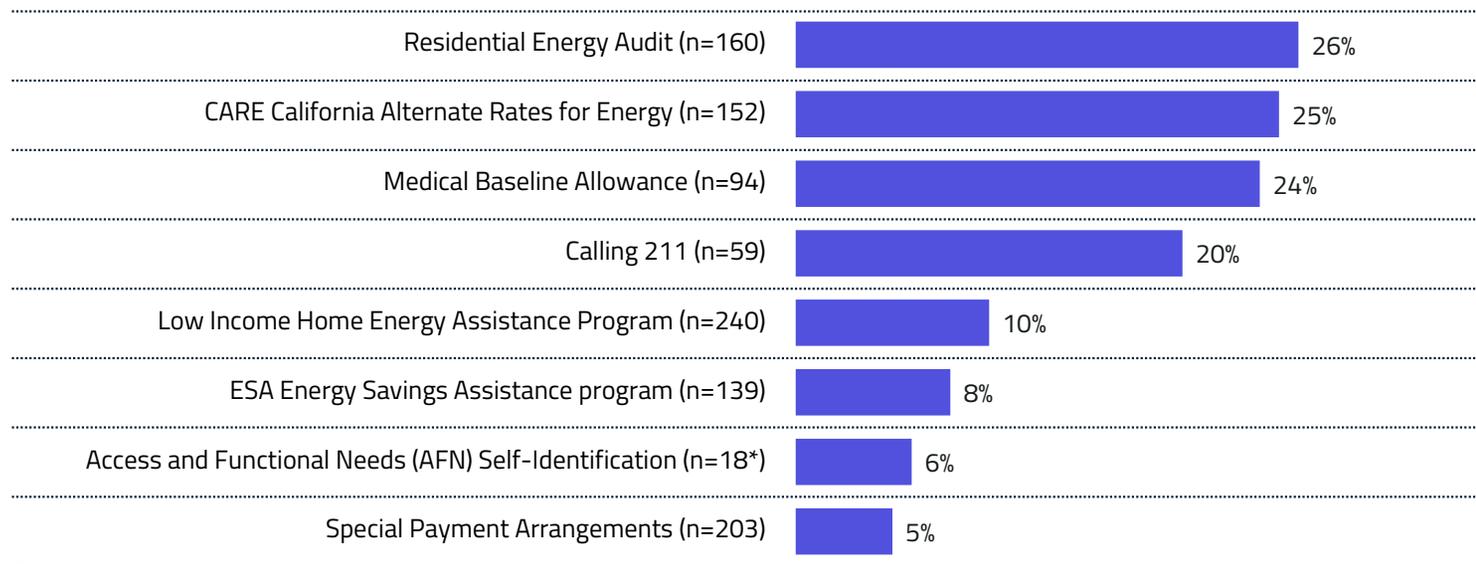


# Resources Used

- 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

## Resources used

(among those who are aware)



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

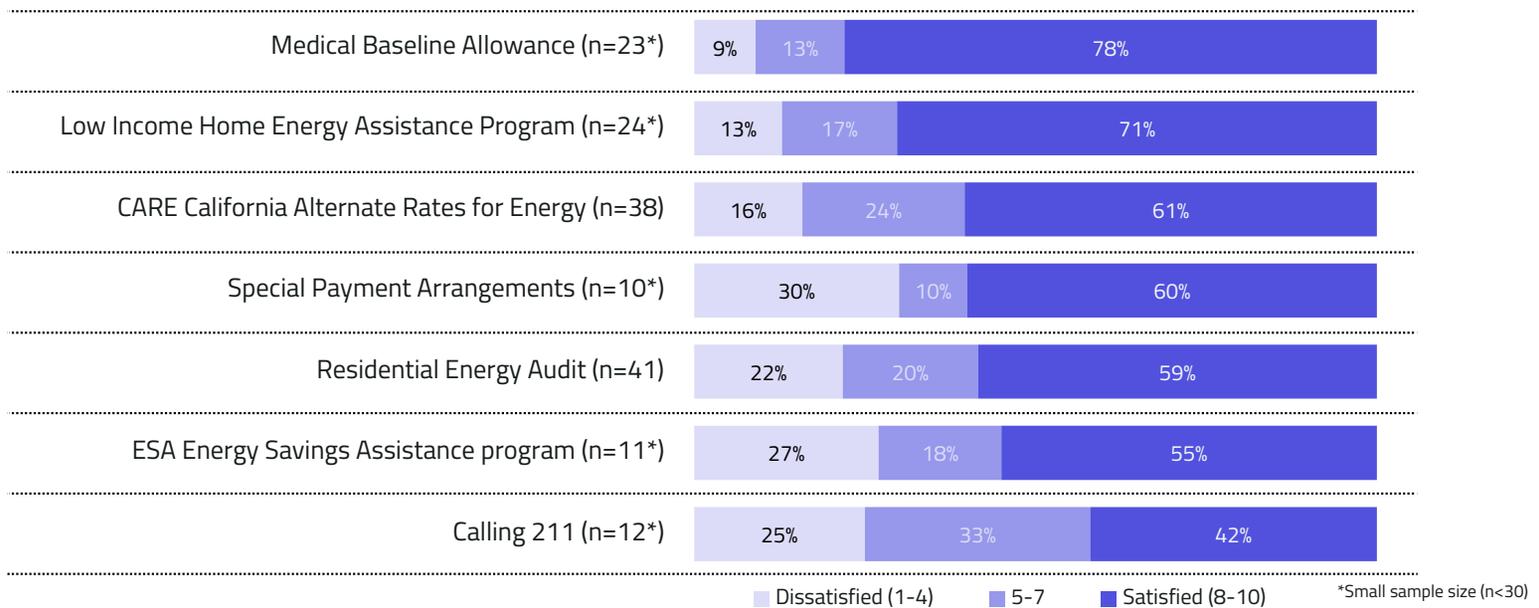
\*Small sample size (n<30)



# Satisfaction with Resources Used

- Among the small numbers of customers who have used any of the available resources in the past, satisfaction is highest with Medical Baseline Allowance and the Low Income Home Energy Assistance Program

## Resource Satisfaction



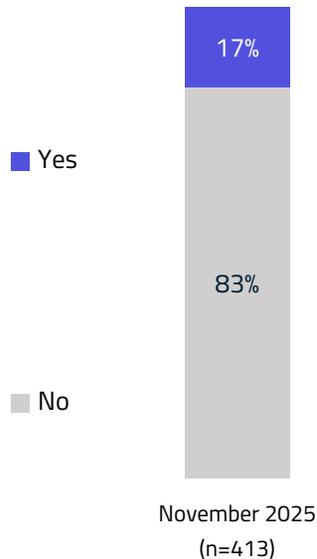
A10 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the resources you've used in the past?



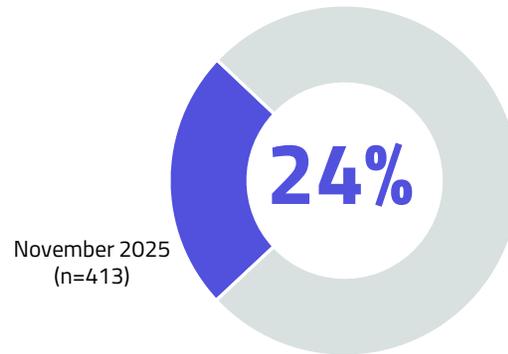
# Self-Identified AFN Status

- Just under one in four (24%) customers are identified as having Access and Functional Needs

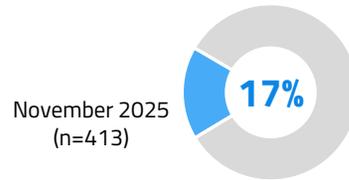
## Households With Increased Risk of Harm to Health, Safety, and Independence During Power Outage



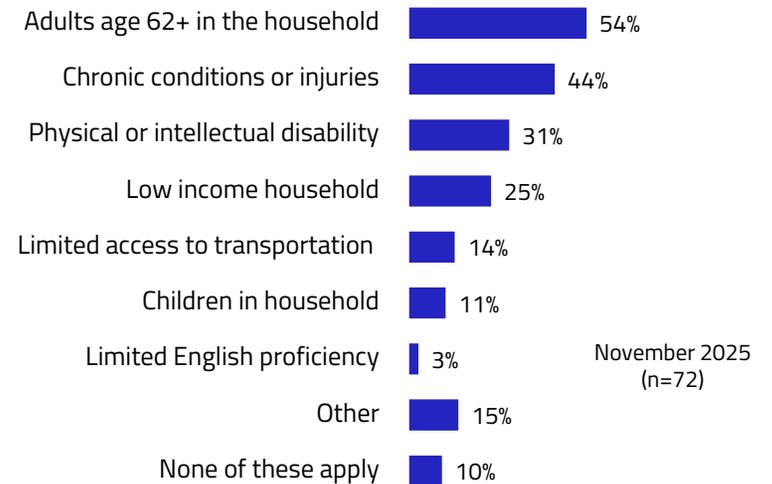
## Access and Functional Needs



## Relies on Electricity for Medical Needs



## Reasons For Increased Risk of Harm During Power Outage



QA14. Are you, or anyone else in your household, at increased risk of harm to health, safety, and independence during a power outage? (n=413; Total)

QA15. For what reasons are you, or anyone else in your household, at increased risk of harm to health, safety, and independence during a power outage? (n=72; A14=Yes)

Q14. Does anyone in your home or business rely on electricity for medical needs/equipment? (n=413; Total)

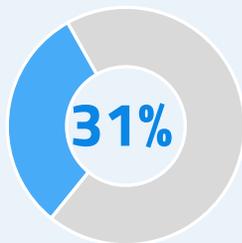


# Access and Functional Needs Resources

- Among the 24% of customers who indicated they have access and functional needs, 31% are aware that Liberty looks to identify households with AFN needs to provide targeted communication and earlier notification of PSPS
- 39% of Critical or AFN customers have received communication from Liberty about programs available and 19% indicate they engage with Community Based Organizations outside of a PSPS context

## Aware Liberty Identifies AFN Households for Targeted Communication & Early PSPS Notification

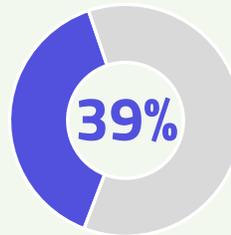
(among AFN customers)



November 2025  
(n=98)

## Received Direct Communication on Liberty Programs or Preparedness

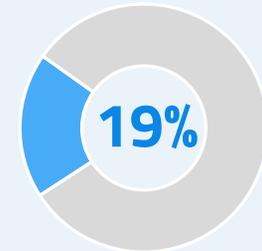
(among AFN/Critical customers)



November 2025  
(n=122)

## Engage with Community Based Organizations Outside of PSPS Events

(among AFN/Critical customers)



November 2025  
(n=122)

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=98; AFN=Yes)

QL3 Do you recall receiving direct communication regarding available Liberty customer programs and/or preparedness? (n=122; AFN=Yes / Used CARE / 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=122; AFN=Yes / Used CARE / Critical Customer / Rely on electricity for medical needs)



# AFN Summary



# Key Metrics: AFN vs. Non-AFN

	<b>AFN Customer (n=98)</b>	<b>Non-AFN Customer (n=315)</b>
Aware of Wildfire Safety Communications	66%	<b>79%</b>
Aware of Communications from Liberty (among those aware)	38%	36%
Recall PSPS	63%	70%
Would Turn to Liberty Website for PSPS Info	47%	46%
Aware of Ability to Update Contact Info for PSPS	66%	66%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	27%	<b>48%</b>
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	44%	--
Aware of AFN Self-Identification	3%	5%

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



# Demographic Profiles: AFN vs. Non-AFN

	<b>AFN Customer (n=98)</b>	<b>Non-AFN Customer (n=315)</b>
Gender	Male – 40% Female – 48%	<b>Male – 52%</b> Female – 41%
Age	18-54 – 22% 55-64 – 10% 65+ – 55%	18-54 – 19% <b>55-64 – 21%</b> 65+ – 55%
Median Income	\$50K	<b>\$127K</b>
Home Ownership	Own – 69% Rent – 17%	<b>Own – 86%</b> Rent – 10%
Reside in Liberty Service Territory	<b>Year round – 72%</b> 6 to 11 months – 14% Under 6 months – 13%	Year round – 50% 6 to 11 months – 12% <b>Under 6 months – 37%</b>
Primary Language is not English	14%	13%
Responded they Rely on Electricity for Medical Needs	73%	--

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) and local agencies in the Liberty territory in November 2025.

- 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 well aware of PSPS, and recall communications and messaging from Liberty
  - School districts and county agencies have close relationships and close communications with Liberty, with detailed planning for PSPS events
  - The CBO that works with seniors has received materials to hand out regarding PSPS and the potential impacts on individuals and the community
- Most of the communications recalled about PSPS were a combination of emails and personal discussions, although the CBO received printed materials for distribution to seniors and has not had direct interactions
- All participants work directly with the public, and do share information about PSPS when appropriate
  - School districts typically focus on whether there will be school, which is dependent on having power or backup power to run classrooms and provide meals, etc.
  - The senior-facing CBO is focused on ensuring those who are medically fragile have the necessary resources, and provide information about what to do in the event of a PSPS
- Community-facing information is important, including an explanation of PSPS, why events are called, how to prepare, and mitigation efforts
  - Email, flyers/handouts, community events, and social media are recommended, and late spring/early summer is the ideal time
  - English and Spanish are the languages required

## PSPS Awareness and Messaging (cont.)

- All have experience with vulnerable populations that require special support and notifications
  - School districts mention low-income families and those where English is not their primary language; these families are dependent on schools for childcare (so they can work) and often for meals, so school closures for PSPS can be significant hardships
  - Seniors and the AFN population are also cited as being at increased risk due to needing power for medical devices, etc.
  - The senior/AFN audience is more difficult to reach as they are less likely to be active on social media or online; participants recommend tabling at public events and partnering with senior centers, local organizations, and CBOs to reach people directly or indirectly through word of mouth
  - As much advanced notice as possible is important for those who are most vulnerable during a PSPS
- General information on how to cope with a power outage (keeping fridge closed, having food/water, etc.) as well as information about backup power options or support providing backup power solutions would be helpful for the community
- Liberty would be welcome to participate in public-facing meetings or local events, and that would be considered helpful to reach seniors and AFN community members
- Increased information sharing and transparency about weather reports, PSPS criteria/planning, and specific areas and times of impact would be most helpful for schools and county agencies



# CBO Interviews

## CRC Awareness and Messaging

- Most are aware of the CRC concept, but with limited familiarity
  - Local organizations running centers, such as non-profits, libraries, and county/municipal buildings, and schools are the locations mentioned
  - One participant specifically recalled Liberty providing generators for a CRC at the school, and said the support was very helpful
  - All acknowledge the importance of providing a place where people can go and access electricity, especially for seniors and AFN community members
- Promoting public awareness of CRCs is important, including the location, when they will be operational, and resources provided
  - Direct mailings, bill inserts, and emails directly from Liberty, participation and local events or community meetings, social media outreach, and flyers are recommended to educate the public about CRCs
  - Partnership with senior centers CBOs supporting seniors, and public health or other county agencies is important to reach vulnerable seniors
- Providing support with generators and timely information/updates is an important way Liberty can support CRCs during PSPS
  - Powering medical equipment, providing cooling, and a place to charge devices are cited as highly important for those attending CRCs
  - Schools, libraries, county/municipal buildings, senior centers, and CBOs are mentioned as ideal partners for running CRC operations
  - In more isolated parts of Liberty's service territory, there is concern about whether people could easily get to a CRC; it will be important to communicate the necessity to plan for transportation in the event of a PSPS, especially among the senior and AFN populations

## AFN Awareness and Messaging

- County agencies and CBOs that support seniors are well aware of AFN, but school districts are not familiar with the terminology
  - The county does maintain a list of AFN community members, and those supporting seniors know which of their clients they would consider vulnerable and AFN
  - The county's AFN list is opt-in, and outreach is made to encourage enrollment at community events, through organizations supporting seniors, and through participation in other services (behavioral health or Cal Fresh)
  - Participants are generally not familiar with Liberty's efforts to maintain an AFN customer database, and only the senior-facing CBO has provided information to clients about enrolling with Liberty
- Participants are either unsure about the ability to share AFN data with Liberty or say it is not possible due to privacy requirements; for those who think it could be a possibility, discussions between their legal departments and Liberty would be required
- General communications through email and bill inserts, partnership with CBOs that cater to AFN clients, and attendance at local events and community meetings are methods to increase public awareness of AFN and Liberty's AFN program
- To encourage enrollment in Liberty's AFN program, it is important to educate the public about the specific resources available, as well as the early notifications that AFN customers receive in the event of a PSPS outage



# CBO Interviews

## Additional Resources

- Participants from school districts and county agencies this wave have little knowledge of support resources provided by Liberty; the CBO focused on supporting seniors is aware and familiar with programs
  - Among those who cannot name any programs, they are vaguely aware that income-based programs exist to support low-income households
  - Medical Baseline and 211 Resources were only familiar to the CBO supporting seniors
  - The CBO supporting seniors is listed on 211 Resources, and is regularly helping clients connect to the services
- Participants are not aware of the efforts taken by Liberty to educate customers
  - Even the CBO focused on seniors is not aware of information provided by Liberty directly to the public
  - Mailings, emails, attendance at community meetings or events, and partnering with CBOs is considered the best way to educate the public about resources



# Demographic Profiles



# Respondent Profiles

Gender	Total (n=413)	Recallers (n=313)	Non-Recallers (n=100)
Male	49%	50%	46%
Female	43%	43%	42%
Age			
18 to 24	<1%	1%	--
25 to 34	2%	1%	4%
35 to 44	8%	7%	12%
45 to 54	9%	9%	12%
55 to 64	18%	19%	16%
65 or over	55%	<b>58%</b>	46%
Prefer not to say	8%	7%	10%

Renter/Homeowner	Total (n=413)	Recallers (n=313)	Non-Recallers (n=100)
Own	82%	84%	75%
Rent	11%	10%	16%
Prefer not to say	6%	5%	8%
Reside in Liberty Service Territory			
Year round	56%	52%	<b>66%</b>
6 to 11 months	13%	13%	10%
Under 6 months	32%	<b>34%</b>	24%
Household Income			
Less than \$20,000	4%	4%	5%
\$20,000 to \$39,999	7%	7%	8%
\$40,000 to \$59,999	8%	7%	12%
\$60,000 to \$89,999	9%	9%	10%
\$90,000 to \$129,999	11%	<b>12%</b>	5%
\$130,000 to \$199,999	11%	11%	10%
\$200,000 or more	18%	18%	17%
Prefer not to say	33%	33%	33%

Q17 What is your gender? (n=413; Total)

Q18 What is your age category? (n=413; Total)

Q19 Do you own or rent your home? (n=413; Total)

Q20 Which of the following best describes your annual household income? (n=413; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers



# Respondent Profiles – AFN Criteria

	Total (n=413)	Recallers (n=313)	Non-Recallers (n=100)
AFN (NET)	24%	21%	<b>33%</b>
Age 65+	55%	<b>58%</b>	46%
<\$40K income	11%	10%	13%
Chronic conditions or injuries	44%	46%	41%
Limited access to transportation	14%	12%	18%
Physical, developmental, or intellectual disability	31%	34%	23%
Non-English language needs	14%	12%	17%
Rely on electricity for medical needs	17%	15%	<b>26%</b>

Bold denotes statistically significant difference between Recallers and Non-Recallers