

PSPS Post-Event Experience Survey: 2022 Summary

Event Date: October 22, 2022

Prepared by: Customer Experience & Insights





Survey Methodology & Objectives

A survey was conducted online and by phone with customers who received notifications for this PSPS event to gauge customer experience and identify improvement opportunities.



Online & Phone Survey

Length: ~6 & 10 minutes, respectively

Oct. 22, 2022 PSPS Event

Customers Impacted

5,797 total customers received notifications, across 13 counties (based on Playbook Plan C-03)

Customers Surveyed

For the October PSPS event, we surveyed both RES and SMB customers who received notifications (194 RES, 24 SMB). **No customers were de-energized during this event.**



to



Fieldwork Period

Completed Surveys

Notifications Only: 218
(109 online, 109 phone)

Changes in 2022

- Partnered with a vendor to conduct surveys by phone in addition to online
- Survey offered in Spanish language (however, only 1 survey completed in Spanish in current wave).

Confidential

Post-Event Survey Results: 10/22 PSPS Event

Customers
deenergized:
Oct 22: **0**

218 total surveys completed*

*Customers only received notifications. No customers were deenergized in Oct 2022

Opinions of PG&E's handling of the recent PSPS event among customers who received notifications only (but were not deenergized):

Sep 2021 n = 95	Oct 2021 n = 143
32% negative	19% negative
51% positive	62% positive
17% neutral	20% neutral

Oct 2022 n = 218
17% negative
61% positive
22% neutral

Top Themes:

- Customer opinion **remained positive and held steady** compared with the last event in October 2021 among notified-only customers.
- Similarly, PG&E received comparable communications scores vs. October 2021 in areas of **clarity, timeliness** and **accuracy** of our notifications.
- While customers were **not as frustrated, stressed or angry** compared with events from last year, they still voiced the same challenges and frustrations. Despite not experiencing an outage, many customers still indicated there was **a lot of work to do in preparing for an outage, and receiving notifications were still stressful and disruptive** to their schedules. This was especially true for disabled and elderly customers who rely on electricity to power their medical devices.
- Receiving notifications between 9p and 8a did not have a significant impact on customer opinions of PG&E's handling of the recent event. However, if notifications during the night are necessary, customers would **prefer text** and **emails** over a phone call.