

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

Order Instituting Rulemaking to Implement
Electric Utility Wildfire Mitigation Plans
Pursuant to Senate Bill 901 (2018).

Rulemaking 18-10-007
(Issued October 25, 2018)

**PACIFIC GAS AND ELECTRIC COMPANY'S (U 39 E) INDEPENDENT
SURVEY RESULTS ASSESSING THE EFFECTIVENESS OF ITS
COMMUNITY OUTREACH IN RESPONSE TO DECISION 20-03-004,
ORDERING PARAGRAPH 16**

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Exhibit A:
PG&E 2020 Wildfire Preparedness and
PSPS Outreach Evaluation Results

PG&E 2020 Wildfire Preparedness and PSPS Outreach Evaluation Results



December 30, 2020

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1 Regulatory Background

CPUC Decision (D.) 20-03-004 adopted requirements for electric Investor Owned Utilities (IOUs) and Small and Multi-jurisdictional Utilities (SMJUs) to conduct in-language outreach before, during, and after a wildfire, and submit surveys of the effectiveness of past outreach efforts in 2019 and 2020. D.20-03-004 required the IOUs to:

- Ask communities and individuals to which the IOU or SMJU has conducted outreach if the outreach was effective in helping them before, during, and after a wildfire.
- Provide survey responses categorized by type of outreach – e.g., community meetings, over the air broadcast information, social media, print media, etc. – so that there is data in the proceeding showing what outreach is most effective that the Commission and stakeholders may use to direct future outreach.
- File and serve any existing survey results that assess the effectiveness of outreach before, during, and after a wildfire conducted since the passage of Senate Bill 901.¹

On July 8, 2020, in accordance with Ordering Paragraph (OP) 19 in D.20-03-004, PG&E and the other utilities hosted a meet and confer with all parties to the proceeding to present their respective proposed 2020 customer outreach plans and effectiveness surveys. The utilities requested verbal feedback during the meet and confer, and written feedback seven days after the meet and confer. No actionable feedback was provided by parties.

On August 21, 2020, Administrative Law Judge Fogel issued the *Administrative Law Judge's Ruling Regarding Compliance Filings Submitted in Response to Decision 20-03-004 Related to In-Language Outreach Before, During, and After a Wildfire and Surveys of Effectiveness of Outreach* (ALJ Ruling). The ALJ Ruling built upon D.20-03-004 by requiring the IOUs and SMJUs to share their plans for surveys with the Wildfire Safety Division and serve the service list in this proceeding before formulating their 2020 surveys.²

On September 4, 2020, PG&E submitted its 2020 Wildfire Preparedness and PSPS Outreach Evaluation Plan (Evaluation Plan), in compliance with OP 4 and 5 in the ALJ Ruling and consistent with the meet and confer conducted on July 8. PG&E conducted surveys in accordance with that Evaluation Plan.

This report summarizes the findings of those surveys.

¹ D.20-03-004, p.23-24

² ALJ Ruling, OP 5.

2 Overview of 2020 Survey Methodology

In 2020, PG&E assessed the effectiveness of its PSPS and emergency preparedness outreach through a variety of channels by using both an independent, third-party evaluator, and collecting feedback directly from customers. These feedback channels included:

- Quantitative impact metrics (Appendices B-D);
- PSPS event webpage online satisfaction survey for customers to take directly on the PSPS event webpage (Appendix E);
- Open house webinar feedback online survey (Appendix F);
- General population customer awareness and satisfaction survey, both pre-PSPS season and post-PSPS season (Appendix G)³;
- Community Based Organization (CBO) and media partners survey, including multi-cultural media, to gain their input on our English and translated communications and outreach (Appendix H); and
- Listening sessions with non-residential critical facilities and large account customers to hear their feedback after the 2020 wildfire season.

A summary of PG&E's outreach Evaluation Plan, filed with the CPUC on September 4, 2020,⁴ is outlined in Appendix A.

3 Summary of 2020 Survey Results

Based on the survey results, PG&E believes that the outreach implemented in 2020 was effective in educating the public about wildfire safety preparation from the start of PG&E's direct-to-customer outreach and the statewide outreach campaign, to just prior to the height of the wildfire season. This conclusion is supported by quantitative impact metrics⁵ and initiatives from PG&E's direct-to-customer wildfire and Public Safety Power Shutoff (PSPS) outreach, as well as the survey findings described below.

Quantitative impact metrics, as described in PG&E's Evaluation Plan, are provided in Appendices B-D. Appendices B and C summarize the outreach activities from PG&E's Community Wildfire Safety Program (CWSP) and PSPS, respectively. Appendix D summarizes the results and outcomes of the outreach activities in Appendices B and C.

Findings from the PSPS event webpage survey:

- 733 total surveys were completed. Of those completions, 493 submitted comments.
- Overall, respondents were dissatisfied to neutral when rating their overall experience (2.5 out of 5). However, 55% of respondents found the information they were looking for on the website. PG&E believes this is likely due to general dissatisfaction with being impacted by PSPS.

³ General population survey questions were developed jointly with the electric IOUs.

⁴ See "PG&E 2020 Wildfire Preparedness and PSPS Outreach Evaluation Plan," provided to R.18-10-007 on September 4, 2020.

⁵ Appendices B-D provide the quantitative impact metrics associated with specific channels.

- Customers came to the site to lookup an address two times as much as any other reason. The second most popular reason for a user visiting the site was to get a status on the current outage.
- 201 respondents (41% of comments) commented on web tools and resources.
 - 29 respondents (6%) provided positive feedback and 35 respondents (7%) provided no suggestion for improvement. These customers appeared to genuinely appreciate the improvements that had been made to the website for the 2020 PSPS season. Additionally, 16 respondents (3%) provided suggestions for improvement.
 - Many customers also commented on data and tool issues or confusion:
 - Data update concerns: 24 comments (5%)
 - Data consistency between tools: 19 comments (4%)
 - Data does not match customer observation: 15 comments (3%)
 - Map usage feedback: 15 comments (3%)
 - Navigation issues: 14 comments (3%)
 - Understanding web content: 10 comments (2%)
- 191 respondents (39% of comments) commented on PSPS as a whole.
 - 125 respondents (25%) commented on the decision to de-energize. Customers expressed frustration over power being shut off, the inability to cool themselves off during a heat wave, and a desire for PG&E to harden infrastructure and prevent the need for PSPS. Many customers also commented on the disconnect between their local weather and the decision to de-energize.
- The remainder of comments were related to customer communications (10%), customer programs and services (5%), and things unrelated to PSPS (5%).
- More survey results are included in Appendix E.

Findings from the open house webinar survey:

- 86% of Webinar Online Satisfaction Survey respondents said they found the information they were looking for by attending the webinar.
- 71% of Webinar Online Satisfaction Survey respondents expressed a positive reaction to the webinar that was being conducted.
- Specific attendance information and respondent information is included in Appendix F.

Findings from the general population awareness and satisfaction survey:

- Awareness of PSPS is generally very high—81% in both waves.
- The recall of PG&E’s outreach was high with 63% pre-PSPS season and 67% post-season. The increase between waves was statistically significant at the 95% level of confidence.
- The most recalled PG&E communication channel was email (80% pre-season and 66% post-season) followed by direct mail, mass media advertising, text message, the PG&E website, and social media, respectively.
- Respondents said the most useful channels for information about wildfire safety preparation were: PG&E text messages, the PG&E website, emails, telephone calls from PG&E, and informational videos, respectively.
- Significantly more respondents in the post-season wave (67%) than in the pre-season wave (64%) said they were prepared for a PSPS event lasting 2-4 days.

- Respondents' overall satisfaction with information about wildfire safety preparedness on PG&E's website was significantly higher in the pre-season survey (79%) than in the post-season survey (69%); however, both scores indicate strong satisfaction with the information.
- During a PSPS event, satisfaction with the PG&E website was 45% among those impacted by PSPS in 2020. PG&E believes this is most likely due to general dissatisfaction with being impacted by PSPS than with the website availability.
- Mean satisfaction with PG&E's PPS overall communication among those impacted was a moderately positive 3.6 (on a 5-point scale). Mean satisfaction among non-impacted customers was significantly higher at 3.8.
- Overall opinion of PG&E's PPS program increased significantly from 43% in pre-season to 51% post-season.
- More survey results are included in

- Appendix G.

Findings from the CBO and media partner survey:

- More than nine in ten CBO and multimedia respondents reported representing constituents who are non-English speakers.
- By far, the largest percentage of respondents (80%) reported working with Spanish-language populations. After Spanish, the most frequently represented non-English languages were Chinese, Russian, Vietnamese, Tagalog, Korean, and Hmong.
- According to its CBO and multimedia partners, PG&E's pre-PSPS season outreach to their constituents was mostly successful in educating their constituents, including non-English speakers.
- More than half (53%) of CBO respondents remembered seeing PG&E-translated pre-season outreach, and three-fifths (60%) recalled PG&E translated PSPS outreach into non-English languages.
- More survey results are included in Appendix H.

Findings from the non-residential critical facilities and large account customer listening sessions:

- Appreciated the information received from the PSPS Portal, Systemwide Cooperators Calls, and PG&E representatives.
- Recognized improvements made in 2020, as events were smaller and impacted fewer customers.
- Requested that PSPS Portal update notifications be automated to distribute immediately as available.
- Suggested providing PSPS Portal users with high-level and detailed summaries of changes made to situation reports each time an updated report is posted in the Portal.
- Stressed the need for consolidating PSPS restoration notifications as agencies received individual notifications for each meter restored. Some agencies have hundreds of meters and individual notifications per meter can be overwhelming.
- Noted the importance of focusing the resiliency and temporary generation solutions on clinics in rural areas. Some rural areas are dependent upon clinics, as they do not have easy access to hospitals.
- Overall, most attendees requested fewer notifications and bundling of notifications from multiple sources whenever possible.
- Since listening sessions are informal and conversational, quantitative results are not collected.

4 Appendices

Appendix A: PG&E's Wildfire and PSPS Preparedness Outreach Evaluation Plan

2020 Outreach Evaluation Method	Audience	Purpose	Timing	Survey Questions
Quantitative Impact Metrics (15 languages)	All customers/ public	Quantify customer engagements, such as web traffic, radio spots, press releases issued, number of informational and/or contractual partnerships established (e.g., CBOs), number of customers reached, number of meetings conducted with large customers, email open rates, email and paid-media click-rates, video views, conversation rates (e.g., contact info updates, Medical Baseline Program enrollment, webinar attendance)	On-going data collection	N/A
PSPS Event Webpage Online Satisfaction Survey (15 languages)	All customers/public	Obtain online real-time event feedback on PSPS updates webpage, including offering the survey in the 15 prevalent languages when the translated webpages are launched, as described in PG&E's September 2020 AFN Progress Report (pp. 16-18)	Collected during each PSPS event (if any)	Available in PG&E 2020 Wildfire Preparedness and PSPS Outreach Evaluation Plan
Open House Webinar Feedback Online Survey (English, Spanish, Chinese)	Attendees of CWSP webinars	Obtain post-webinar feedback to identify preparedness outreach content and webinar improvement opportunities	Open houses conducted between April and September 2020; Surveys available to customers at the last six regional webinars, one territory-wide webinar, and two in-language webinars	Available in PG&E 2020 Wildfire Preparedness and PSPS Outreach Evaluation Plan
General Population Customer Awareness & Satisfaction Online & Phone Survey (8 languages)	Representative sample of residential customers	Conduct pre-PSPS and wildfire season surveys and post-PSPS and wildfire season surveys to evaluate effectiveness of channels of communications used (including CBOs) to assess customer awareness / preparedness for PSPS and wildfire seasons	Pre-surveys issued in September 2020; Post-surveys issued in November 2020	Available in PG&E 2020 Wildfire Preparedness and PSPS Outreach Evaluation Plan
CBO & Media Online Survey (English)	Multi-cultural media, Informational CBOs, and in-language outreach CBOs	Conduct pre-PSPS and wildfire season surveys and post-PSPS and wildfire season surveys to obtain feedback from organizations that serve as a trusted advisor of translated communications to guide improvements for English and translated outreach / notifications	Pre-surveys issued in September 2020; Post-surveys issued in December 2020	Available in PG&E 2020 Wildfire Preparedness and PSPS Outreach Evaluation Plan
Listening Sessions (English)	Non-Residential Critical Customers / Large Accounts	Meetings and interviews with large and critical customers (e.g., hospitals, water and telcom providers) to obtain feedback related to event execution and coordination	Planned after peak wildfire season (e.g., early December 2020)	N/A – These meetings are open ended to obtain input on the priority issues for these customers

Appendix B: Quantitative Impact Metrics - CWSP Outreach Activities

CWSP OUTREACH THROUGH DECEMBER 9 th		
EARNED MEDIA	NEWS RELEASES	31
	MULTI-CULTURAL NEWS RELEASES	50
	IN-LANGUAGE NEWS STORIES	133
ADVERTISING	PAID MEDIA IMPRESSIONS – ENGLISH	1,321 MM
	PAID MEDIA IMPRESSIONS – IN LANGUAGE	113 MM
	PAID MEDIA IMPRESSIONS – MEDICAL BASELINE	159 MM
	PAID MEDIA CLICKS – ENGLISH	880,083
	PAID MEDIA CLICKS – IN LANGUAGE	111,681
	PAID MEDIA CLICKS – MEDICAL BASELINE	2.4 MM
DIRECT TO CUSTOMER	TOTAL EMAILS DELIVERED	65 MM
	AVERAGE UNIQUE EMAIL OPEN RATES – MEDICAL BASELINE	28.64%
	AVERAGE UNIQUE EMAIL CLICK RATES – MEDICAL BASELINE	1.66%
	MEDICAL BASELINE BILL INSERTS SENT	27.8 MM
	MEDICAL BASELINE POSTCARDS & LETTERS MAILED	1.7 MM
	CWSP WEBINARS HELD	19
	MEDICAL BASELINE PROGRAM ACQUISITION LETTERS SENT	840,000
WEBSITE	WILDFIRE SAFETY UNIQUE VISITORS	1,011,919
	PGE.COM UNIQUE VISITORS (Jan – Nov. 30)	25.6 MM
	BACKUP GENERATION UNIQUE VISITORS	73,795
	WILDFIRE ALERTS	276,142
DIRECT ENGAGEMENT	COMMERCIAL OUTREACH AND EDUCATION	3,917
PARTNERSHIPS	CBOs ENGAGED	264
	OUTREACH PARTNERSHIPS & RESOURCE PARTNERSHIPS ⁶	251
	EXECUTED RESOURCE PARTNERSHIPS	49

⁶ Resource partners are parties that PG&E has an agreement with to assist us during PSPS events. Outreach partnerships are those PG&E reaches out to but does not have an agreement with; outreach partners are not obligated to share content with their base.

Appendix C: Quantitative Impact Metrics - PSPS Outreach Activities

PSPS OUTREACH THROUGH DECEMBER 9 th		
EARNED MEDIA	NEWS RELEASES	40
	MULTI-CULTURAL NEWS STORIES	144
ADVERTISING	TV PROGRAM SPOTS	25
	PAID MEDIA IMPRESSIONS	159 MM
	PAID MEDIA CLICKS	2.4 MM
	RADIO SPOTS	3,017
DIRECT TO CUSTOMER	TOTAL EMAILS DELIVERED	3.3 MM
	POSTCARDS TO CUSTOMERS WITH MISSING OR INVALID CONTACT INFORMATION	5,829
	MULTI-CULTURAL LIVE WEBINARS	2
	LIVE BRIEFINGS	12
WEBSITE	SAFETY ACTION CENTER WEB TRAFFIC	955,365
	EMERGENCY WEB UNIQUE VISITORS	4.2 MM
PARTNERSHIPS	UNIQUE CBOs ENGAGED (IN-EVENT)	13,722

Appendix D: Quantitative Impact Metrics – CWSP Outreach Results⁷

OUTREACH RESULTS THROUGH DECEMBER 9 th	
UPDATED CONTACT INFORMATION (TOTAL CUSTOMERS)	422,395
UPDATED CONTACT INFORMATION (MEDICAL BASELINE)	21,979
MEDICAL BASELINE NEW APPLICATIONS	70,821
COMMUNITY OUTREACH EVENTS	13
WEBINAR ATTENDANCE	5,641
ZIP CODE ALERT ENROLLEES	155,978
CBOs ENGAGED	264
PSPS CONTACT CENTER CALL VOLUME	77,443
ALL CALLS (ASKED FOR PHONE/EMAIL INFO UPDATES)	4,680,099

⁷ These results stem from the activities conducted in Appendices B and C.

Appendix E: PSPS Event Webpage Online Satisfaction Survey Results

Purpose: Obtain online real-time event feedback on the PSPS updates webpage, including offering the survey in the 15 prevalent languages when the translated webpages are launched.

- The survey consisted of four questions
- 733 customers completed the survey. Of those completions, 493 customers completed the survey with comments; 240 customers completed the survey without providing comment
- The top comment theme was about web tools and resources (201 comments), followed by General PSPS Program comments (191 comments)
- Customer Programs and Communications combined received 77 comments
- 24 comments were unrelated to PSPS. These comments pertained to account access, billing, a non-PSPS outage (e.g., CAISO rotating outages)

Survey Question #1: What was the purpose of your visit today?

- Customers came to the site to lookup an address two times as much as any other reason.
- 42% of those who came to lookup an address gave a rating of Neutral or better.
- The second most popular reason for the user visiting the site was to get a status on the current outage.
- 53% of those who responded gave a rating of neutral or better.

Survey Question #2: Did you find the information you were looking for? (Yes or No)

- Yes: 361
- No: 298

Survey Question #3: How would you rate your overall experience? (1–5)

- Very Dissatisfied: 267
- Very Satisfied: 119
- Dissatisfied: 108
- Neutral: 77
- Satisfied: 70

Survey Question #4: What could PG&E do to make your online experience better?

Theme	Sub-theme	Quantity	%
Web tools and resources	Web Tools: No Suggestion (Fine as-is)	35	201 41%
	Web Tools Positive Feedback (Improvements online)	29	
	Other Web Related Comment (Suggestions)	16	
	Web Navigation (Comment re: Finding content)	14	
	Web Content (Understanding web content)	10	
	City/County/Tribe Table (Local information)	8	
	Web Data Update Frequency (Time stamp, delays)	24	
	Web Data Consistency (Data source confusion)	19	
	Map Related General Feedback (Map usage)	15	
	Web Data Outage Possible False Negative (Web Data said no outage but an outage happened)	15	
	Web Data Details (Looking for more information)	9	
	Address Search (Issue with address information)	7	
	General PSPS Program	Decision to De-Energize Feedback (Outage reason)	
General PSPS Program Feedback (General feedback)		41	
Power Restoration (Field work to restore power)		22	
Other PSPS Related Comments (Suggestions)		3	
Customer Communications	Notification Timing (Alerted too late, too many alerts)	14	49 10%
	Notification Accuracy (Not received or not accurate)	11	
	Notification Enrollment (Signing up for alerts)	9	
	General Notification Feedback (Ideas and feelings)	6	
	Notification Content (Presentation of alert info)	6	
	News Briefings (YouTube videos and media)	3	
Customer Programs and Services	Customer Programs (Generators, batteries, etc.)	11	28 5%
	Claims (Reimbursement for loss)	6	
	Medical Baseline (Help for customers with needs)	5	
	Community Resource Centers (Cooling centers, etc.)	3	
	Customer Service Request (Talk with customer care)	3	
Non-PSPS Comments		24	5%
Total Comments		493	100%

Appendix F: Open House Webinar Feedback Online Survey Results

Purpose: Obtain post-webinar feedback to identify preparedness outreach content and webinar improvement opportunities. Post-Webinar Online Satisfaction Surveys were implemented for the last 6 webinars of the season but only sent after the Q&A, leading to a very small sample size. Attendees who left before the end of the webinar were not able to participate.

Survey Question 1: In what ways could PG&E improve the webinar or general communications about wildfire preparedness?

- Respondents asked for the webinar presentation to be made available online so anyone who missed the webinar could refer to it later. As a result of customer feedback, PG&E currently posts webinar presentations online.
- Overall, respondents thought the webinar was informative and that it ran smoothly.

Survey Question 2: Were you able to find the information you were looking for? YES or... if "NO", please share information that you would like to see in the future:

- 14 out of the 23 respondents said that they were able to find the information they were looking for.

Survey Question 3: Did you experience any technical difficulties? NO or... if YES, please elaborate, including sharing the web browser used:

- 11 out of the 23 respondents said they had no technical difficulties during the webinar
- Other feedback was related to a respondent's internet, browser choice, or personal computer issues.
- Respondents had favorable feedback to the webinar saying these had much better technology than initial webinars, and that everything worked perfectly.

Appendix G: General Population Customer Awareness & Satisfaction Online & Phone Survey Results

Purpose: Conduct pre-surveys and post-surveys of the general public to evaluate the effectiveness of channels of communications used to assess customer awareness/preparedness for PSPS and wildfire seasons. For the pre-season survey, a total of 2,238 interviews were conducted with residential customers from September 10-30, 2020. For the post-season survey, a total of 2,220 interviews were conducted from November 17 to December 6, 2020. The final sample was weighted by age and geography to be representative of PG&E's residential customer base.

The interviews were conducted both online and by telephone. The online survey was offered in seven languages: English, Spanish, Chinese, Korean, Vietnamese, Tagalog, and Russian. The phone survey also accommodated these languages when non-English speakers were encountered. These survey questions were developed jointly with the electric IOUs.

Key Findings:

- Awareness of PSPS is generally very high—81% in both waves.
- The recall of PG&E's outreach was high with 63% pre-PSPS season and 67% post-season. The increase between waves was statistically significant at the 95% level of confidence.
- The most recalled PG&E communication channel was email (80% pre-season and 66% post-season) followed by direct mail, mass media advertising, text message, the PG&E website, and social media, respectively.
- Respondents said the most useful channels for information about wildfire safety preparation were: PG&E text messages, the PG&E website, emails, telephone calls from PG&E, and informational videos, respectively.
- Significantly more respondents in the post-season wave (67%) than in the pre-season wave (64%) said they were prepared for a PSPS event lasting 2-4 days.
- Respondents' overall satisfaction with information about wildfire safety preparedness on PG&E's website was significantly higher in the pre-season survey (79%) than in the post-season survey (69%); however both scores indicate strong satisfaction with the information.
- During a PSPS event, satisfaction with the PG&E website was 45% among those impacted by PSPS in 2020. PG&E believes this is most likely due to general dissatisfaction with being impacted by PSPS than with the website availability.
- Mean satisfaction with PG&E's PSPS overall communication among those impacted was a moderately positive 3.6 (on a 5-point scale). Mean satisfaction among non-impacted customers was significantly higher at 3.8.
- Overall opinion of PG&E's PSPS program increased significantly from 43% in pre-season to 51% post-season.
- Both pre-PSPS season and post-PSPS season, PG&E scored higher (>50%) on:
 - Makes an effort to communicate with customers about wildfires
 - Is committed to restoring power to customers affected by wildfires
 - Is committed to wildfire safety
 - Is working to keep my community safe
- PG&E scored lower (<50%) on:
 - Is helping me prepare for wildfire season

- Shows care and concern for customers
- Takes proactive measures to protect the electric grid from wildfires; and
- Is a company I trust to act in the best interests of its customers
- There were no statistically significant differences with any of the eight statements between the two waves.
- Significantly more in the post-season wave (50%) than in the pre-season wave (45%) said they were satisfied with PG&E’s overall wildfire safety and preparedness efforts.
- 51% of PG&E customers said they received alerts/notifications about PSPS events in 2020.
- 28% of customers said their power was shutoff one or more times for a PSPS event.
- The PG&E website was the most frequently visited source for updates during a PSPS event.
- PG&E scored highest on “notifying me when my power might be off.”
- The company scored lowest on “Providing resources near me that I can visit during an outage event.”
- Satisfaction with PG&E’s overall wildfire safety and preparedness efforts increased significantly from 45% pre-season to 50% post-season.

GENERAL POPULATION SURVEY PRE/POST WAVE COMPARISONS	Pre-Season	Post-Season⁸
Recall of communications from PG&E in past few months about the threat of wildfires and how to prepare for them	63%	67%
Where saw/heard PG&E communications about wildfire season safety and Preparedness (Aided)		
● Email from PG&E	80%	66%
● Letter in the mail from PG&E	45%	30%
● Advertising on TV, radio or online	44%	36%
● Text message from PG&E	39%	38%
● PG&E website	26%	27%
● Social media post	25%	19%
● Telephone call from PG&E	21%	21%
● Informational videos on TV	17%	16%
Most useful channels (mean score on a scale of 1 to 5)		
● Text message from PG&E	4.1	4.1
● PG&E website	4.0	3.8
● Email from PG&E	3.9	3.7
● Telephone call from PG&E	3.9	3.7
● Information videos on TV	3.9	3.8

⁸ Green shaded cells = significantly higher than previous wave at 95% level of confidence; red shaded cells = significantly lower than previous wave at 95% level of confidence

• Letter in the mail from PG&E	3.8	3.7
• Advertising on TV, radio or online	3.7	3.6
• Social media post	3.7	3.6
Satisfaction with information about wildfire safety preparedness on PG&E's website (Top-2-Box %)	79%	69%
Agreement with Statements (Top-2-Box %) - Recalled Communications		
• Makes an effort to communicate with all customers about wildfires	65%	67%
• Is committed to restoring power to customers affected by wildfires	60%	61%
• Is committed to wildfire safety	53%	53%
• Is working to keep my community safe	53%	53%
• Is helping me prepare for wildfire season	49%	48%
• Shows care and concern for customers	49%	48%
• Is proactive in taking steps to address wildfire risks	48%	50%
• Takes proactive measures to protect the electric grid from wildfires	46%	47%
• Is a company I trust to act in the best interests of its customers	39%	38%
Satisfaction with PG&E's overall wildfire safety and preparedness efforts (Top-2-Box %) - Total Respondents	45%	50%
Awareness of PSPS (Top-2-Box %)	81%	81%
Prepared for a PSPS event lasting 24-48 hours (Top-2-Box %)	64%	67%
Had to evacuate home due to wildfires	5%	9%

PRE/POST GENERAL POPULATION SURVEY POST WAVE QUESTIONS	Pre-Season	Post-Season⁹
Received PSPS alerts/notifications in past few months	---	51%
Ave. Number of alerts/notifications received	---	3.3
Communications channels used to notify you about PSPS		
• Text message from PG&E	---	64%
• Email from PG&E	---	38%
• Recorded phone message from PG&E	---	36%
• Local news	---	22%
• PG&E website	---	9%
• Friends and neighbors	---	9%
Usefulness of communications channels used to notify you <u>before</u> a PSPS (mean score on a scale of 1 to 5)		
• Text message from PG&E	---	3.9
• Recorded phone message from PG&E	---	3.8
• PG&E website	---	3.8

⁹ Green shaded cells = significantly higher than previous wave at 95% level of confidence; red shaded cells = significantly lower than previous wave at 95% level of confidence

• Local news	---	3.8
• Email from PG&E	---	3.7
Had power shut off at residence as a part of a PSPS in 2020	---	28%
Number of times power was shutoff (mean)	---	2.3
Sources for updates on status of outage		
• PG&E website	---	39%
• PG&E call center	---	15%
• Local news station	---	13%
• Social media	---	10%
• PG&E representative or employee	---	3%
• Community Based Organization (CBO)	---	1%
• None	---	21%
Satisfaction with PG&E website <u>during</u> PSPS event (Top-2-Box %)	---	45%
Recalled receiving notification <u>after</u> PSPS ended and power was restored	---	27%
Usefulness of information received <u>after</u> PSPS ended (Top-2-Box %)	---	59%
Overall satisfaction with PSPS communication received from PG&E (Top-2-Box %) - Experienced PSPS	----	59%
Satisfaction with PG&E's PSPS program on each of the following (mean score on a scale of 1 to 5) - Experienced PSPS		
• Notifying me when my power might be shut off	---	3.7
• Notifying me when my power would be restored	---	3.3
• Providing an accurate estimate of when power would be restored	---	3.3
• Keeping me updated about the status of the PSPS shutoff	---	3.3
• Restoring power in a reasonable amount of time	---	3.2
• Reducing the risk of wildfires	---	3.2
• Reaching out to those with medical or other critical needs	---	3.1
• Providing resources near me that I can visit during an outage event	---	2.9
Overall opinion of PG&E's Public Safety Power Shutoff program (Top-2-Box %)	43%	51%

Key Findings on Languages:

- Respondents were asked to select the language preferred for receiving wildfire communications:
 - 8% said they preferred a language other than English.
- Despite being offered in 6 non-English languages, 9% in the pre-season survey and 12% in the post-season survey elected to complete the survey in a language other than English. Of those, the overwhelming majority were in Spanish:

Languages in which the survey was completed				
	PRE		POST	
	Count	Percent	Count	Percent

English	2,030	91%	1,947	88%
Spanish	191	9%	262	12%
Chinese	14	<1%	10	<1%
Russian	2	<1%	1	<1%
South Korean	1	<1%	0	0%
Tagalog	0	0%	0	0%
Vietnamese	0	0%	0	0%
Total	2,238	100%	2,220	100%

- Among those who said they prefer to receive public safety information in a language other than English (11% in pre and 14% in post), about two-thirds (65%-68%) said they needed it in their preferred language. This translates to about 8% of the total population, of which nearly all are Spanish speakers.

How do you feel about receiving wildfire communications from PG&E in English only?	PRE - SEPT	POST - DEC	Total Population
I need it in my preferred language – I do not understand English	65%	68%	⇒ 8%
I'd rather have it in my preferred language, but I can also understand English	26%	23%	
I'm fine with that – I can understand English well	9%	9%	

Appendix H: CBO & Media Online Survey Results

Purpose: Conduct pre-PSPS and post-PSPS season surveys to obtain feedback from organizations that serve as a trusted advisor of translated communications to guide improvements for English and translated outreach/notifications. These include Community Based Organizations (CBOs), multimedia partners, state and local governments, and non-governmental organizations that work with disadvantaged and other populations of need, including non-English speaking populations. The surveys are designed to measure PG&E outreach effectiveness in communicating with hard-to-reach populations that cannot be effectively reached with the general population survey.

The entire universe of CBO, multimedia, and other partners was invited to participate in an online survey. The pre-season survey was administered from September 15 to October 8, 2020. It received 111 completed interviews out of a universe of 314. The post-season survey was administered from December 15-21, 2020; it received a total of 71 completed interviews.

Key Findings:

- More than nine in ten CBO and multimedia respondents reported representing constituents who are non-English speakers.
- By far, the largest percentage of respondents (80%) reported working with Spanish-language populations.
- After Spanish, the most frequently represented non-English languages were Chinese, Russian, Vietnamese, Tagalog, Korean, and Hmong.
- More than half (53%) of CBO respondents remembered seeing PG&E-translated pre-season outreach, and 60% recalled PG&E-translated PSPS outreach into non-English languages.
- Pre-season outreach from PG&E received moderately high ratings (percent “Excellent”) for:
 - Being relevant to constituents (47%)
 - Being useful (44%)
 - Well presented (52%)
 - Easy-to-understand (39%)
 - Accurately translated (34%)
 - Having a sufficient amount of translated material (31%)
- Outreach during PSPS events received even higher ratings (percent “Excellent”):
 - **Being useful for constituents (63%)**
 - Being relevant (55%)
 - **Accurately translated (54%)**
 - **Easy-to-understand (52%)**
 - Well presented (52%)
 - **Having a sufficient amount of translated material (45%)**

Note: **Bold** items are statistically significant at the 95% level compared to the pre-season
- Pre-season, PG&E outreach received moderately-high to high “strong agreement” on each of the following statements:

- “PG&E made a sincere effort to educate my constituents about PSPS prior to wildfire season” (71% “strongly agree”)
- “PG&E made a sincere effort to educate my constituents about PSPS prior to wildfire season in a language other than English” (60% “strongly agree”)
- “PG&E effectively educated my constituents about wildfire safety/PSPS prior to wildfire season” (50% “strongly agree”)
- Post-season communication during PSPS season received even higher ratings on two of these statements:
 - “PG&E made a sincere effort to inform my constituents during a PSPS event” (**83%** “strongly agree”)
 - “PG&E made a sincere effort to inform my constituents about a Public Safety Power Shutoff in a language other than English” (61% “strongly agree”)
 - “PG&E effectively informed my constituents before, during and immediately after a PSPS event” (**68%** “strongly agree”)

RESULTS FROM THE 2020 PSPS OUTREACH SURVEY AMONG CBOS AND PARTNERS

Q3. Does your organization work with and communicate to populations who speak a language other than English?		
	Yes	93%
	No	7%

[IF Q3=YES]		
Q4. What Non-English-Speaking languages does your organization serve? (Multiple Response)	Pre-Season	Post-Season
	(n=103)	(n=66)
*Spanish	82%	78%
*Chinese (Mandarin and Cantonese)	19%	23%
*Russian	13%	17%
*Tagalog	22%	15%
*Vietnamese	15%	14%
*Korean	9%	6%
Hmong	13%	15%
Farsi	8%	9%
Hindi	8%	5%
Arabic	6%	6%
Armenian	6%	3%
Portuguese	4%	5%
Mixtec	6%	3%
Punjabi	5%	3%
Japanese	5%	2%
Zapotec	5%	0%
Khmer	3%	2%

Thai	3%	0%
French	2%	2%
German	2%	2%
Other	14%	11%
English Only	1%	2%
<i>*Available language translations from PG&E Pre-PSPS season (before September)</i>		

Base: Aware of communications from PG&E		Pre-Season	Post-Season
Q7. Was any of the outreach/communications sent to your organization from PG&E translated into a language other than English?			
		(n=99)	(n=67)
	Yes	53%	60%
	No	23%	21%
	Not sure	24%	19%

Base: Aware of communications from PG&E		Pre-Season	Post-Season ¹⁰
Q10. How would you rate the PG&E outreach/communications your organization received [from PG&E/from PG&E during a PSPS event] ? The information that PG&E provided was...			
	(Percent "Excellent")	(n=99)	(n=67)
a	Easy to understand for my constituents	39%	52%
b	Useful for my constituents	44%	63%
c	Relevant for my constituents	47%	55%
d	Well presented to my constituents	41%	52%
e	Accurately translated for my constituents	34%	54%
f	A sufficient amount of translated sources directed to my constituents	31%	45%

Base: Total Respondents		Pre-Season	Post-Season
Q15. Everything considered, would you say that in 2020, PG&E...?			
	(Percent "Strongly Agree")	(n=111)	(n=71)
a	Made a sincere effort to educate my constituents about PSPS prior to wildfire season	71%	
aa	Made a sincere effort to inform my constituents during a PSPS event		83%
b	Made a sincere effort to educate my constituents about PSPS prior to	60%	

¹⁰ Green shaded cells = significantly higher than previous wave at 95% level of confidence; red shaded cells = significantly lower than previous wave at 95% level of confidence

	wildfire season in a language other than English		
bb	Made a sincere effort to inform my constituents about a Public Safety Power Shutoff in a language other than English		61%
c	Effectively educated my constituents about wildfire safety/PSPS prior to wildfire season	50%	
cc	Effectively informed my constituents before, during and immediately after a PSPS event		68%