

OCS Data Request 1.2

Page 67 of the Wildland Fire Protection Plan (WFPP) states that there are 5,700 RMP customers within the Plan's identified Public Safety Power Shutoff (PSPS) areas. Pages 78 and 79 of the Plan discuss RMP's outreach and communication plans for these 5,700 customers to prepare for possible PSPS events. With respect to outreach and communication with these customers:

- a. Please describe in greater detail than what is provided in the WFPP how RMP has reached out and communicated with customers in Utah's PSPS areas.
- b. What has been the most used and successful method of communicating with customers in PSPS areas? Please explain why.
- c. Does RMP believe that it is able to successfully reach 100% of the customers in the PSPS areas, i.e., that all customers can be and have been reached by at least one means? If not, please explain what the barriers have been or are. What is being done to eliminate any barriers?
- d. If a PSPS event occurs and afterwards a customer complains that it did not receive any notification, what process will RMP employ to resolve this problem in the future?
- e. Please describe in more detail than what is in the WFPP what RMP has done to identify and communicate with medically vulnerable customers in the PSPS areas.
- f. To be more prepared for a potential power shutoff, customers residing in a PSPS area should understand their situation. Does RMP believe that all customers currently residing in a Utah PSPS area know that they are in a PSPS area? If not, will more outreach be done? When a new customer moves to a PSPS area, will RMP notify them that they are now residing in a PSPS area? Please explain.

Response to OCS Data Request 1.2

- a. Rocky Mountain Power launched a communication strategy with multiple rounds of targeted messaging to those customers with the Public Safety Power Shutoff zones beginning in June 2019. Those areas include:

Salt Lake County

Millcreek City

Cottonwood Heights

Sandy

Wasatch County

Hideout

Utah County

Iron County

Summit County
Park City

Cedar City
Cedar Highlands

The effort included providing information to community leadership, elected officials, EMS personnel, customers and the public on Rocky Mountain Power wildfire mitigation planning and the PSPS measure.

Communication tactics included 12 community meetings, customer letters, and informational video and website, social media, paid ads, a press release, media interviews and public webinar. Additional details about the Customer Awareness Campaign are included as Attachment OCS 1.2.

- b. The success of a given communication tactic varies given each audience, area, demographic and the preferences of the individual customer. This is why the Company applied a comprehensive communication strategy with multiple tactics in an effort to capture all of the customers targeted.
- c. Rocky Mountain Power utilizes the contact information and preferred methods of communication provided by each individual customer. Moreover, the Company leverages social media, traditional media, web and advertising to get our messaging out regarding WFM and PSPS. This comprehensive approach provides the highest chance of reaching all customers within a PSPS area.
- d. Customer care would identify the data discrepancy that might have caused the gap in communication, correct the information and verify a customer's preferred form of communication.
- e. As part of the Company's communications campaign, medically vulnerable customers were asked to update their information with Rocky Mountain Power customer service to note their status so that they can be proactively identified should a PSPS event take place.
- f. As noted in the response 1.2.a, the company's communication strategy outlined multiple outreach methods to directly engage with the community and provided webinars during the COVID-19 pandemic. The company hosts interactive maps for the PSPS area showing current and forecasted conditions which can be found at: <https://www.rockymountainpower.net/outages-safety/wildfire-safety/public-safety-power-shutoff.html>. The company has also provided wildfire safety tips which can be found at: <https://www.rockymountainpower.net/outages-safety/wildfire-safety.html>. The company does not currently have a program to notify customers when they move

into an area that they are in the PSPS area. The company agrees with the recommendation to look at the ability to add it to the new customer connection process.

Wildfire Safety and Preparedness

Customer Awareness Campaign

Rocky Mountain Power launched a communication strategy with multiple rounds of targeted messaging to those customers with the Public Safety Power Shutoff zones beginning in June 2019. Those areas include:

Salt Lake County	Wasatch County
Millcreek City	Hideout
Cottonwood Heights	Utah County
Sandy	Iron County
Summit County	Cedar City
Park City	Cedar Highlands

Round 1 Communications – Key Community Leadership in PSPS Zones – June 2019

Provided introductory information to key community leadership about the Wildfire Mitigation Plan. This initial meeting demonstrated partnership and enabled community leader input and support.

Tactics:

- Met with key leadership and EMS representatives in the 12 PSPS communities.
 - Mayor, commissioner, or council member; City/County managers and EMS manager or leads.
- Collected and recorded feedback for internal use.

Round 2 Communications – Expanded City/County and EMS Personnel in PSPS Zones – June/July 2019

Provided an expanded audience of community and EMS leadership the details of the WFMP, and PSPS communication process.

Tactics:

- Hosted meetings with key community agencies including police, fire, water and discussed communications, process and what to do if a PSPS happens.
- Collected and recorded feedback

Round 2.1 Communications – Managed Accounts in PSPS Zones – June/July 2019

Provided plan details to managed/key customers to notify that they are located in a PSPS area and assisted and consulted on preparation efforts.

Round 3 Communication – Residential/Other Customers in PSPS Zones: July/Aug. 2019

Provided customers with WFMP information, notified customers they live within a PSPS area, partnered with community leaders/EMS on providing critical community emergency management information.

Tactics:

- Sent out customer notification letters, invites to PSPS information sessions, posted notices with local municipal organizations
- Held information sessions in the 12 PSPS areas.
-
- Where applicable, updated/verified PSPS impacted customers' phone numbers and text capabilities
- Provided opportunity and encouraged medically vulnerable customers to update status
- Presented in city council meetings as requested
- Other meetings with elected officials as requested

Round 4 Communication – Media Outreach: Aug./Sept. 2019

Provided the media and members of the public with information regarding wildfire mitigation efforts. Introduced media to PSPS measure and online outage preparedness resources through company website.

Tactics:

- Deployed press release, social media campaign
- Responded to media inquiries and engaged in requested interviews
- Shared on internal communication channels

Round 5 Communication: May 2020

Provided customers, community leaders, members of the media and the public latest information on wildfire mitigation efforts, system hardening measures related to wildfire safety, and introduce new PSPS web tools.

Tactics:

- Hosted webinar and sent out targeted invites to PSPS customers, community and EMS leaders as well as posted webinar invite on paid social media ads.
- Sent state-wide press release regarding latest WFMP and PSPS information as well as invited media to webinar
- Posted webinar on social channels for customer viewing
- Targeted bill message (English and Spanish) alerting specific customers their residence or business is in a PSPS area and directing them to PSPS web map and forecasting table, or to call customer care for additional information.