

Wildfires have become a year-round threat, testing how quickly utilities can communicate, protect customers, and support communities before, during, and after an event. **Proactive, personalized communication helps reduce uncertainty, improve public safety, and build trust when every minute matters.**

This wildfire readiness checklist outlines key actions utilities can take before, during, and after wildfire events to strengthen operational coordination and deliver timely, reliable customer communications.

PRE-EVENT: PLANNING AND PREPAREDNESS

- **Develop and regularly update your wildfire communication** and response plan
- **Create pre-approved, omnichannel message templates** for wildfire alerts, public safety power shutoffs (PSPS), evacuations, and restoration updates
- **Identify at-risk customers and prepare targeted outreach** using preferred languages and accessible communication formats
- **Educate customers** on wildfire preparedness, energy conservation, and available safety resources
- **Test communication workflows**, escalation procedures, and large-scale notification capabilities

DURING EVENT: CUSTOMER COMMUNICATION AND ENGAGEMENT

- **Launch proactive communications** as soon as wildfire threats are identified
- Deliver timely updates across **SMS, email, voice, mobile apps, digital wallet cards**, and other trusted channels
- **Provide clear, step-by-step guidance** for evacuations, safety precautions, outages, and restoration expectations
- **Enable two-way communication** to collect customer feedback and field reports in real time
- **Monitor campaign performance** and adjust messaging as conditions evolve

POST EVENT: CONTINUOUS IMPROVEMENT

- **Conduct post-event reviews** to evaluate communication performance and customer engagement
- **Gather customer feedback** to identify opportunities for improvement
- **Update response plans** and message templates based on lessons learned
- **Strengthen future wildfire preparedness** through ongoing training and refinement

Partner with Convey to strengthen your wildfire readiness strategy.

Learn more at www.goconvey.com

Convey's engagement operating system for utilities helps deliver proactive wildfire alerts, coordinate response workflows, and keep customers informed across every channel.