



# WILDFIRE SAFETY AND PREPAREDNESS PROGRAM

**Pacific Gas and Electric Company**

In collaboration with the California Fire Foundation



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## IMPACTS AND RESULTS

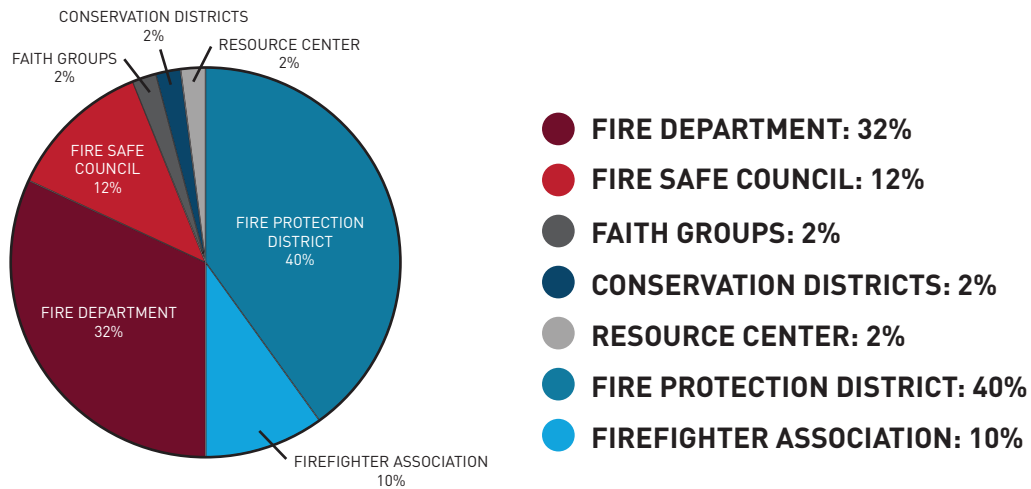
Funding was provided to 50 grantees that include local fire departments, fire protection districts, and fire safe councils. Grantees used funding for specialized equipment, PPE, programs to increase fire prevention and emergency preparedness education, defensible space programs, senior citizen wildfire preparedness programs and supported fuel/hazard reduction programs.

**\$517,000  
DISBURSED**

**AVERAGE GRANT AMOUNT:  
~\$10,000**

**50 GRANTEES**

## GRANTEE SUMMARY



### GRANTEE LIST

- Amador Fire Protection District
- Apple Valley Fire Protection District
- Arcata Volunteer Firefighter’s Association
- Bodega Bay Fire Protection District
- Brooktrails Township Fire Department
- Butte County Fire Department
- Central Calaveras Fire & Rescue Protection District
- Chester Fire Department
- City of Sonora Fire Department
- Colton Fire Department
- Comptche Volunteer Fire Department
- Dunsmuir Fire Department
- El Dorado County Fire Safe Council
- Fairfield Fire Department
- Fire Safe Council of Nevada County
- Foresthill Fire Protection District
- Graeagle Fire Protection District
- Grass Valley Fire Department
- Hammond Ranch Fire Zone
- Hopland Fire Protection District
- Hornbrook Fire Protection District
- Kings Mountain Volunteer Fire Department
- Leggett Fire
- Mayten Fire Protection District
- Mi Wuk Sugar Pine Fire Protection District
- Modoc Fire Safe Council
- Napa Communities Firewise Foundation
- Newman Fire Department
- Northern California Resource Center
- Oakland Firesafe Council
- Orland Volunteer Fire Department
- Paradise Alliance Church
- Pioneer Fire Protection District
- Placer County Resource Conservation District
- Ponderosa Fire Brigade
- Safer West County
- Scott Valley Fire Protection District
- Sierra City Volunteer Fire Department
- Siskiyou County General Fire
- Southern Trinity Volunteer Fire Department
- Stones Bendard Community Service District
- Strawberry Fire Protection District
- Tehama County Fire Department
- Timber Cove Fire Protection District
- Tuolumne Fire District
- Ukiah Valley Fire Authority
- Valley of the Moon Fire Protection District DBA as Sonoma Valley Fire & Rescue Authority
- Weed City Fire Department
- Whale Gulch Volunteer Fire Company
- Willows Rural Fire Protection District

## PUBLIC AWARENESS PLAN

A robust communications plan was executed to reach residents in high fire threat areas with development of fire safety messaging, television public service announcements, radio ads, digital ads, and outdoor ads. Messaging focused on evacuating early, recognizing signs to evacuate and understanding the severity of a red flag warning as a first indicator to wildfire risk.

This fire safety outreach campaign consisted of in-language material coupled with a \$450,000 media buy program that was executed and administered through CFF from June 2020 to December 2020.

## IMPACTS AND RESULTS

The WSPP exhausted all forms of paid promotion to reach residents and community members through television, radio, digital, outdoor. These targeted ads aimed to reach traditionally hard-to-reach communities who lived in designated high fire risk areas.

The paid media program delivered in total 19.7 million impressions to high fire risk areas in California via, radio, digital and outdoor ads. Collateral and advertising assets were created in English, as well as in Spanish, Chinese (Mandarin and Cantonese), and Hmong to reach monolingual communities in Northern and Central California.



### RADIO

Over **30** local and regional radio stations were engaged and more than **1,505** radio spots were aired throughout North and Central California, equivalent to 2.87 million radio impressions.

The program partnered with 5 local radio stations in Chico/Redding, and Eureka markets with an extensive coverage of 304 spots reaching the rural residents.

Half of the spots were delivered through in-language radio stations to monolingual residents in Spanish, Chinese (Mandarin and Cantonese), and Hmong.



### DIGITAL

A total of **23** million impressions were generated through digital banner ads.

Digital banner ads were created in Spanish and Chinese that reached 7.8 million impressions

The digital ads were well received and garnered an impressive response of over 25,600 clicks to FFOYS program website for access to additional information.







