



2022 WSPP Grantee - Dobbins Oregon House Fire Protection District

WILDFIRE SAFETY AND PREPAREDNESS PROGRAM

Pacific Gas and Electric Company

In collaboration with the California Fire Foundation



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2022 WSPP Grantee - Weaverville Fire District



BACKGROUND

Wildfires pose a persistent threat to Californians every year and can quickly overwhelm and catch residents off guard. It was merely 3 years ago that California experienced the 2020 August Complex fire, the largest wildfire in California history with 1M acres burned. This was quickly followed by 2021's Dixie fire that burned 963,000 acres, the 2nd largest in California history. Californians must remain alert and be reminded that a single harsh drought year can return much of the state to elevated risk of wildfires previously seen in 2020 and 2021.

OBJECTIVES

For six consecutive years, the Wildfire Safety and Preparedness Program (WSPP) has been an annual effort by the California Fire Foundation (CFF) in partnership with Pacific Gas and Electric Company (PG&E). Its purpose is to raise awareness on wildfire safety and to bring resources to underserved communities in high fire threat areas in California with a focus on rural areas. The WSPP is a complement to the major efforts by the State of California to build fire resiliency in our communities.

Since 2018, the Wildfire Safety and Preparedness Program has utilized a total of **\$7.4M** in funding from PG&E to roll out annual public safety and evacuation information and provide grants to local fire departments, associations and first responders. A total of **313 grantees** since 2018 have been awarded grants that allowed them to obtain personal protective equipment (PPE) and specialized firefighting equipment as well as fund fuel/vegetation management efforts and fire safety education outreach.

The program's public outreach component comprises a robust paid media campaign that includes television, radio, outdoor and digital advertising in four languages (English, Spanish, Chinese and Hmong). Since 2018, a total of approximately **192M impressions** have been captured for advertising targeting Tier 2 and Tier 3 high fire risk areas.

2023 APPROACH

The Wildfire Safety and Preparedness Program components include:

1. GRANT PROGRAM | \$730,000

An annual statewide wildfire prevention grant that is open to applications from firefighting agencies, community-based organizations and safety groups

2. SAFETY EDUCATION CAMPAIGN | \$420,000

A fire safety and awareness campaign targeting high wildfire risk areas and diverse and traditionally underserved communities

GRANT PROGRAM

CFF and PG&E launched a competitive grant program administered by CFF with funding from PG&E to support firefighting agencies and organizations in California, specifically groups serving communities identified by the CPUC as being extreme or elevated fire risk areas. In 2023, from May 30 to June 30, the WSPP grant program received more than 240 grant application submissions.

¹ <https://www.fire.ca.gov/stats-events/>

Over \$5.3 million in funds was requested for

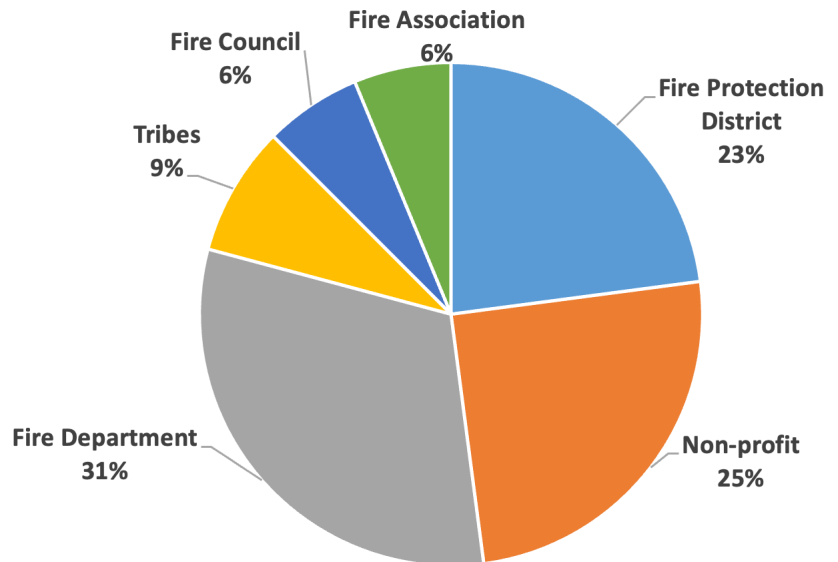
- 32% - Education, Planning or Community Outreach Campaigns
- 26% - Specialized Equipment
- 21% - Personal Protection Equipment
- 21% - Vegetation Mitigation & Fuels Reduction projects

Over half of the 240 grant applications came from fire departments and fire agencies that have not ever been part of the WSPP program in the past.

IMPACTS AND RESULTS

Funding was provided to 48 grantees including local fire departments, local Fire Safe Councils and non-profit organizations. 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.

- **\$730,000 Disbursed**
- **Average Grant Amount: ~\$15,208**
- **48 Grantees**



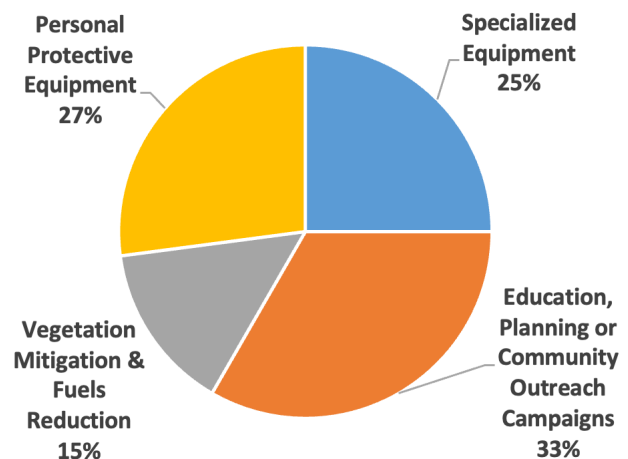
2023 WSPP GRANT RECIPIENTS

1. Albion Little River Fire Protection District
2. American Lung Association
3. Bridgeville Volunteer Fire Department
4. Brooktrails Township Fire Department
5. California Tribal Emergency Response & Relief Agency
6. Camp Alta
7. Chicken Ranch Rancheria of Me Wuk Indians of California
8. City of Auburn Fire Department
9. City of Red Bluff Fire Department
10. City of San Luis Obispo Fire Department
11. Comptche Volunteer Fire Department
12. Cottonwood Fire Protection District
13. Cultural Fire Management Council
14. Downieville Fire Protection District
15. Dry Creek Fire and Rescue
16. Eastern Madera County Fire Safe Council
17. Ebbetts Pass Fire District
18. El Dorado Hills Fire Department
19. Gonzales Fire Department
20. Kno'Qoti Native Wellness
21. La Familia Sana
22. Lake Pillsbury Fire Fighters Association
23. Lakehead Volunteer Fire Company 54
24. LandPaths
25. Latino Community Foundation
26. Little Valley Volunteer Fire Department
27. Lompoc Fire Department
28. Marin County Emergency Preparedness (Ready Marin/Southern Marin FPD)
29. North Bay Jobs with Justice
30. North County Fire Protection District
31. North Valley Animal Disaster Group
32. Northern Valley Catholic Social Service
33. Piercy Fire Protection District
34. Pine Ridge Volunteer Fire Department
35. Pioneer Fire Protection District
36. Redwood Valley-Calpella Fire Department Volunteers
37. Sacramento River Fire Protection District
38. Sonoma County Fire District
39. Sonoma Family Meal
40. Sonoma Volunteer Firefighters Association (Valley of the Moon Fire Protection District)
41. Tehama Conservation Fund
42. Tuolumne Band of Me-Wuk Indians
43. Tuolumne County Fire Department
44. UpValley Family Centers
45. West Slope Foundation
46. Westport Fire Protection District
47. Williams Fire Protection Authority
48. Yankee Hill Fire Safe Council

BREAKDOWN OF GRANT PURPOSE:

Grantees this year utilized grant funding for the following critical outcomes:

- **2,800** pieces of personal protection equipment(PPE) secured including helmets, boots, gloves, goggles, and fire shelters.
- **Fuel reductions/vegetation management**
 - 176 acres of hazardous tree and brush removal
 - 380,500 pounds of tree limbs, branches and other combustibles chipping and hauling
 - 25 prescribed fires or pile burns
- **Fire safety education** provided across Butte, El Dorado, Marin, Placer, San Luis Obispo, and Sonoma Counties, potentially benefiting over 1.8 million residents.
- **236 pieces of specialized equipment which include:**
 - 5,000 Gallon Water Storage Tanks
 - Portable Radios
 - Headlamps
 - Hoses/Clamps/Nozzles
 - Chainsaws
 - Gear Packs
- **Total Estimated Impact:**
 - 6.9 Million Residents



In 2023, the California Fire Foundation recognized the recent dramatic increase in the rate of inflation and the direct consequences on grantees' ability to purchase specialized firefighting equipment, PPE, and other services, such as fuels reduction and vegetation mitigation services. The WSPP expanded the award amount cap – from \$15,000 to \$25,000 to ensure that the WSPP has flexibility to thoughtfully and individually respond to the needs of the communities within PG&E's service area. The increased cap enabled applicants to make up for each project dollar now being worth less individually due to inflation.

EARNED MEDIA

An earned media component consisting of two press releases distributed to English, Spanish, Chinese, Vietnamese and Korean news outlets generated 484 media hits with a reach of approximately 2.3M impressions.

GRANT ANNOUNCEMENT RELEASE: MAY 30, 2023 [LINK](#)

- Press releasing announcing the WSPP grant program has opened and urging fire departments, fire associations and first responders to apply
- 246 media hits
- 1.1 impressions/reach

GRANTEE SELECTION RELEASE: SEPT. 20, 2023 [LINK](#)

- Press release announcing the grant recipients and award amount total
- 239 media hits
- 1.2M impressions/reach

REGIONAL VICE PRESIDENTS TARGETED ADS

In 2023, paid digital ads were included in the communication strategy to encourage fire departments, and fire agencies to apply to the WSPP. Areas targeted included the Central Coast and South Bay Area; the North Valley and Sierra and the North Coast. PG&E Regional Vice Presidents were featured in the paid video component to urge applicants to apply to the WSPP. A total of 1.2M impressions were generated for this effort.

YouTube Pre-Roll	Video played	Video Completions (Did not skip)	VCR*	Clicks	CTR**
South Bay & Central Coast Region	346,251	253,353	73.17%	270	0.08%
North Coast Region	207,129	136,979	66.13%	280	0.13%
North Valley & Sierra Region	200,741	144,252	71.86%	221	0.11%

*VCR: Video Completion Rate

**CTR: Click-through-rate

Television Broadcast	Impressions	# Spots Aired	Stations
South Bay & Central Coast Region	147,500	35	ABC/ NBC KSBW NSBW
North Coast Region	154,730	42	ABC KAEF FOX KBVU
North Valley & Sierra Region	366,670	40	ABC KRCR FOX KCVU

Original Air-date: June 2023

PUBLIC AWARENESS PLAN IMPACT AND RESULTS

A robust communications plan was executed to reach residents in high fire threat areas with the 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.

The paid media program delivered in total nearly **44.7 million impressions** to high fire risk areas in California via television, radio, digital and outdoor ads. 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

Close to 30 local and regional radio stations were engaged and more than 1,613 radio spots were aired throughout Northern and Central California, equivalent to more than **3.25 million radio impressions**.

The program partnered with five local radio stations in Chico/Redding and Eureka markets with an extensive coverage of 317 spots reaching the rural residents.

Building on the success from previous years, half of the spots were delivered through in-language radio stations to monolingual residents who primarily consume Spanish, Chinese (Mandarin and Cantonese) and Hmong content.

DIGITAL

Over **17.8 million impressions** were generated through digital banner ads and video ads.

Multiple sets of digital banners were created – three creatives in three sizes and three languages, totaling 27 varying ads. In total, Spanish and Chinese banner and video ads reached 6.5 million impressions.

The digital ads were well received with an average clickthrough rate (CRT) at 0.17%, higher than the U.S. industry average of 0.09%, and garnered an impressive response of over 32,000 clicks to the California Fire Foundation's Firefighters On your Side (FFOYS) program website for access to additional information.



OUTDOOR

Outdoor billboard and poster ads were placed in rural areas and monolingual communities, reaching more than **17.26 million impressions** over the course of the paid program.

More than 138 posters were placed in convenience stores and laundromats in Chico/Redding, Eureka, Sacramento/Stockton/Modesto, Fresno/Visalia and Santa Barbara/Santa Maria/San Luis Obispo markets to reach communities with a high Hispanic penetration.

Seven English and Spanish high-impact billboard bulletin units were placed in Central California in high traffic neighborhoods.



TELEVISION

The television ads ran from August to September for four weeks.

English and Spanish public service announcement TV spots were aired over 1,207 times in more than 29 statewide broadcast and local cable stations, generating close to **5.2 million impressions**.

More than 238 spots were aired in the rural Chico/Redding and Eureka media markets, reaching 550,000 of the region's population.

The program also worked with Univision/UniMas and Telemundo, the largest Spanish language TV networks, and delivered over 1 million impressions to Latino audience in Bay Area including North Bay, Sacramento, Central California, and Monterey/Salinas markets; representing a quarter of total TV impressions.

CBO DIRECT OUTREACH

CFF also has been working with PG&E in collaborating with non-profit organizations in high wildfire threat areas to share wildfire safety messaging as part of the PG&E CBO Direct Program. These groups used the digital fire safety collateral material developed in English, Spanish and Chinese to share on their social media platforms, email newsletters, and websites.

In 2023, 43 CBO Direct non-profit partners shared **228 posts** on Facebook, Twitter, and Instagram in addition to regular email newsletters to their networks. These posts had an estimated reach of more than **495,241** from the August to December 2023 period. Additionally, two radio stations, KBBF and KWMR, also participated in the program by airing fire safety radio messaging for a combined projected outreach. KBBF station covers north San Francisco Bay Area and KWMR covers the area in Point Reyes/Marin County.

Since 2020, a total of **1.3M impressions** were captured across **758 social media posts** and newsletters between **147 CBO Direct partners**.

CONCLUSION

In its 6th year, the Wildfire Safety and Preparedness Program (WSPP) remains as an annual reminder to Californians of the threat of wildfires to their homes and families. With a \$1.4 million budget in 2023, the WSPP has been able to continue its promise to better prepare Californians by supporting fire departments and fire agencies through the competitive annual fire safety grant program and an exhaustive paid media component utilizing television, radio, digital ads and outdoor ads in English, Spanish, Chinese and Hmong.

This year's program awarded **48 grantees** that include fire departments, firefighter associations, fire districts, and non-profit organizations with \$730,000 in funding for PPE, specialized equipment, vegetation management efforts and public education. Funding supported approximately **2,800 pieces** of personal protection equipment (PPE). PPE was secured by grantees included helmets, boots, gloves, goggles, and fire shelters. Over 176 acres of hazardous tree and brush were removed with 380,500 pounds of tree limbs, branches and other combustibles chipping hauled. A total of 25 prescribed fires or pile burns was also conducted by WSPP grantees.

The paid media component has generated approximately **44.7M impressions** in 2023. A total of **192M impressions** has been generated since the start of WSPP in 2018. A paid media component was crucial in ensuring fire safety messaging reached households in high wildfire risks areas.

An earned media component consisting of two press releases distributed to English, Spanish and Chinese news outlets generated **484 media hits** with a reach of approximately **2.3M impressions**.

PG&E's CBO-Direct Program in its fourth year has disseminated fire safety messaging to 43 non-profit community-based organizations in high wildfire threat areas. These organizations successfully shared the WSPP safety content to their local community networks through their social media assets including Facebook, Twitter and Instagram. This effort garnered 495,241 estimated impressions through 228 social media posts. To date, the CBO Direct Program since 2020 has generated 1.3M impressions and worked with a total of 147 groups.

California residents must remain alert for wildfires and recognize the need to be prepared all year around. The WSPP's role is to ensure fire agencies and departments have access to key grant funding needed to make a difference and that residents never forget the destructive and deadly power of wildfires.



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