

## 2025 PROGRAM REPORT



2025 WSPP Grantee - The Garden Valley Fire Protection District

# WILDFIRE SAFETY AND PREPAREDNESS PROGRAM

Pacific Gas and Electric Company

In collaboration with the California Fire Foundation



*Pacific Gas and  
Electric Company*



CALIFORNIA  
**FIRE**  
FOUNDATION

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## BACKGROUND

California's weather patterns in 2025 continued to fluctuate, with drier-than-normal conditions and below-average rainfall in different parts of the state. Wildfire activity reflected these varying conditions, with 525,533 acres burned in 2025, half of what was burned in 2024, but still exceeding acres burned in 2022 and 2023. Acres burned captures only part of the destructive impact of wildfires. In 2025, California experienced two of the deadliest wildfires in recent history: the Eaton and Palisades fires.<sup>1</sup>

## OBJECTIVES

For eight consecutive years, the Wildfire Safety and Preparedness Program (WSPP) has been an annual initiative by the California Fire Foundation (CFF) in partnership with Pacific Gas and Electric Company (PG&E). The WSPP serves as a yearly reminder of wildfire risks and promotes wildfire safety to underserved communities in high fire threat areas across California, with a focus on rural regions. The WSPP complements the State of California's ongoing and increased efforts to build fire resiliency in our communities statewide.

Since 2018, the Wildfire Safety and Preparedness Program has utilized a total of **\$10.45M** in funding from PG&E to distribute annual public safety and evacuation information and to provide grants to local fire departments, associations and first responders. A total of **431 grantees** have received grants since 2018, enabling them to acquire over **11,000 pieces** of personal protective equipment (PPE) **and 2,393 pieces** of specialized firefighting equipment, to support fuel/vegetation management efforts covering over **900 acres**, to remove **4.8 million pounds** of tree limbs, to conduct **96 prescribed fires** and to expand fire safety education outreach to **5 million Californians**.

The program's public outreach component consists of 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 **284 million impressions** have been captured for advertising, targeting Tier 2 and Tier 3 high fire risk areas. Impressions measure how many times an ad or news story is displayed. For digital platforms, impressions are counted each time content appears on a screen, while for TV, radio, and outdoor, impressions are estimated using audience ratings.

## 2025 APPROACH

The Wildfire Safety and Preparedness Program components include:

### 1. GRANT PROGRAM | \$950,000

An annual statewide wildfire prevention grant program open to firefighting agencies, community-based organizations and safety groups.

### 2. SAFETY EDUCATION CAMPAIGN | \$400,000

A fire safety and public awareness campaign targeting high wildfire risk areas, as well as diverse and traditionally underserved communities.

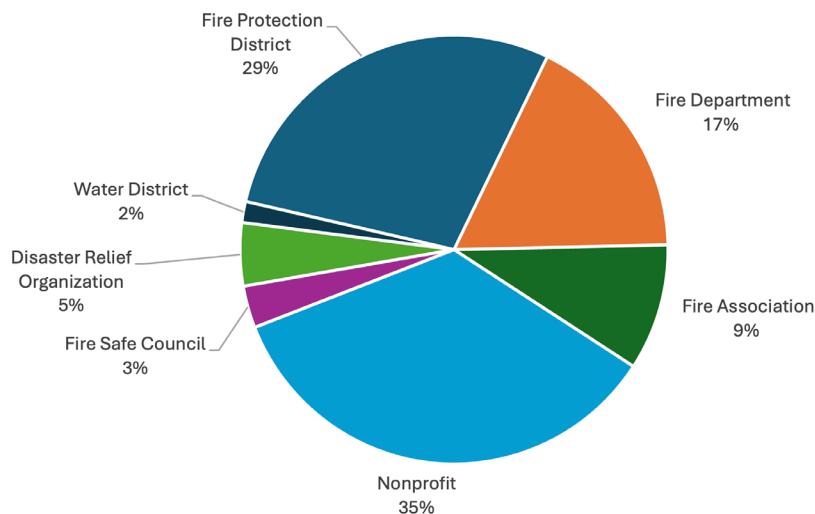
<sup>1</sup> Top 20 Deadliest California Wildfires. CALFIRE. <https://34c031f8-c9fd-4018-8c5a-4159cdf6b0d-cdn-endpoint.azureedge.net/-/media/calfire-website/our-impact/fire-statistics/top-20-deadliest-ca-wildfires.pdf>

## 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, particularly those serving communities identified by the California Public Utilities Commission (CPUC) as being in extreme or elevated fire risk areas. In 2025, from May 30 to June 30, the WSPP grant program received over 196 grant applications and a total of more than \$4.29 million in funds were requested.

## IMPACTS AND RESULTS

Funding was provided to 63 grantees, including local fire departments, Fire Safe Councils and non-profit organizations. Grantees used the funding for specialized equipment, PPE, fire prevention and emergency preparedness education programs, defensible space programs, wildfire preparedness programs for senior citizens and fuel/hazard reduction programs.



- \$950,000 Disbursed
- Average Grant Amount: ~\$15,079
- 63 Grantees

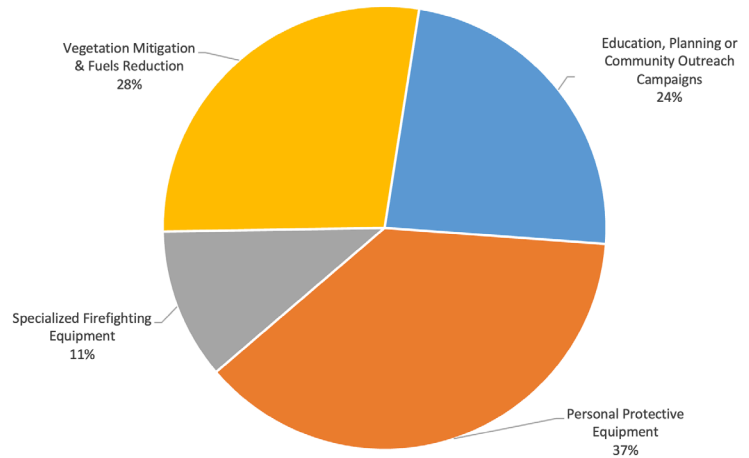
## 2025 WSPP GRANT RECIPIENTS

1. Alisa Ann Ruch Burn Foundation
2. Arcata Volunteer Firefighter’s Association
3. Bakersfield Firefighters Historical Society
4. Beckwourth Peak Fire Protection District (BPFDP)
5. Benicia Community Foundation
6. Bennett Ridge Fire Safety Organization
7. Bilingual Broadcasting Foundation, Inc.
8. Bolinas Fire Protection District
9. Bucks Lake Volunteer Firefighters Inc.
10. Butte County Sheriff’s Search and Rescue
11. Butte Valley Fire Protection District
12. Central California Animal Disaster Team
13. City of Auburn Fire Department
14. City of Rocklin Fire Department
15. Coffee Creek Volunteer Fire Protection District
16. Copperopolis Fire District
17. Core Community Organized Relief Effort
18. Cottonwood Fire Protection District
19. Dry Creek Rancheria Fire Department
20. Eastern Madera County Fire Safe Council
21. El Cerrito Community Foundation/MECFS
22. Elk Volunteer Fire Department
23. Encinitas Fire Department
24. Filoli
25. Firefighters Burn Institute
26. Food Bank of El Dorado County
27. Garden Valley Fire Protection District
28. Graniteville Volunteer Fire Company
29. Hemet Fire Department
30. Hyampom Prescribed Burn Association
31. Inverness Volunteer Fire Department
32. Iowa Hill Community Club
33. Joshua Tree National Park Association
34. Junction City Fire Protection District
35. Kern River Conservancy
36. Knights Landing Fire Protection District
37. Meadow Valley Fire Protection District - Meadow Valley Volunteer Fire Department
38. Midway Heights County Water District
39. Monterey Fire Department
40. Mountain Communities Fire Safe Council
41. North Valley Animal Disaster Group
42. Northern Mendocino Ecosystem Recovery Alliance
43. Peardale - Chicago Park Fire Protection District
44. Peninsula Fire Protection District
45. Placer Hills Fire District
46. Radio Bilingue
47. Redway Fire Protection District
48. San Andreas Fire Protection District
49. Santa Margarita Fire Department
50. Seigler Springs Community Redevelopment Association
51. Sonoma Ecology Center
52. Suisun Fire Protection District
53. Support For Actively Rising Youth
54. Sutter Basin Fire District
55. Templeton Fire & Emergency Services
56. The Healthy Forest Alliance Foundation
57. Trauma Intervention Program Foothill Mountains of the Sierra’s, Inc.
58. Tuolumne County Alliance for Resources and Environment
59. Tuolumne County Fire Department
60. Unique Adult Day Healthcare Inc
61. United Way of Nevada County
62. West Slope Foundation
63. Yreka Fire Department

## BREAKDOWN OF GRANT PURPOSE:

Grantees utilized grant funding in 2025 for the following critical outcomes:

- **Over 1,500 pieces of personal protection equipment**, including helmets, boots, gloves, goggles and fire shelters.
- **Fuel reductions/vegetation management**
  - Over 33 million square feet of hazardous tree and brush removal
  - Nearly 3 million pounds of tree limbs, branches and other combustibles chipping and hauling
  - 49 prescribed fires or pile burns
- **Fire safety education** provided across **12 counties**, potentially benefiting **more than 1.5 million residents**.
- **Over 1,500 pieces of specialized equipment**, including water storage tanks, portable radios, headlamps, hoses/clamps/nozzles, chainsaws and gear packs.
- **Total Estimated Impact:** Approximately 1.6 million residents



CFF continues to account for the sharp rise in inflation since 2023 and its impact on grantees' ability to purchase specialized firefighting equipment and, PPE and to conduct services such as fuels reduction and vegetation mitigation. The WSPP award cap remains at \$25,000 to maintain flexibility in addressing the specific needs of communities within PG&E's service area and to help offset reduced purchasing power due to inflation.

## EARNED MEDIA

The WSPP implemented an earned media strategy consisting of issuing three press releases in English, Spanish and Chinese, conducting two in-person media events and facilitating regional media efforts with grantees. The earned media efforts generated **568 media hits**, reaching approximately **6.9 million impressions**.

### CA FIRE FOUNDATION MEMORIAL DONATION: MAY 05, 2025 [LINK](#)

- Press release announcing \$5 million donation for firefighter memorial and highlighting impact of the WSPP
- **140 media hits**
- **2.5 million impressions**

**GRANT ANNOUNCEMENT RELEASE: JUNE 02, 2025** [LINK](#)

- Press release announcing the opening of the WSPP grant program and urging fire departments, fire associations and first responders to apply
- **In-person media event** with the City of San Luis Obispo Fire Department
- **182 media hits**
- **2.53 million impressions**

**GRANTEE SELECTION RELEASE: SEPTEMBER 09, 2025** [LINK](#)

- Press release covering the WSPP grant recipients and award amount totals
- **In-person media event** in Sacramento, CA
- **229 media hits**
- **1.79 million impressions**

**REGIONAL MEDIA EFFORTS**

- Local media efforts highlighting WSPP grantees were coordinated to amplify the program and showcase work done by grantees to mitigate fire.
- **17 media hits**
- **82,000 impressions/reach**

**IN-PERSON MEDIA EVENT**

CFF and PG&E hosted in-person media events in June and September 2025 to connect with local media and promote fire safety awareness to the public.

To highlight the grant announcement, an in-person media event was conducted on Friday, June 6, 2025, with the San Luis Obispo Fire Department, a previous WSPP grantee, to highlight the program's impact on local communities. Speakers included leadership from CFF, PG&E and San Luis Obispo Fire Chief Todd Tuggle. The media event highlighted the San Luis Obispo Fire Department and urged other fire departments and agencies to apply to the WSPP. The media event garnered **36 broadcast news segments** and generated **145,000 in impressions** and contributed to the 2.5 million impressions received during the grant announcement period.

Additionally, CFF and PG&E held an in-person media event on Tuesday, September 9, 2025 at a Sacramento Fire Department fire station. The messaging highlighted the awarded grants through the WSPP and reinforced that wildfires remain a danger and threat to Californians. The media event garnered **229 media hits**, generated **1.79 million in impressions**.



The media event was covered by major local outlets including:

**KCRA NBC**

- 6PM - [LINK](#)
- 5PM - [LINK](#)
- 9AM - [LINK](#)
- **ONLINE ARTICLE** [LINK](#)

**KTXL FOX**

- 7PM - [LINK](#)
- 6PM - [LINK](#)

**CAPRADIO**

- 5:30PM - [LINK](#)

**REGIONAL VICE PRESIDENTS TARGETED ADS**

To increase applications, paid digital ads featuring PG&E Regional Vice Presidents were incorporated in the communication strategy to encourage fire departments and fire agencies to apply to the WSPP. This effort generated a total of **861,000 impressions**.

Connected TV Ads	Video Played	Video Completions (Did not skip)	VCR*
North Coast Region	225,069	199,030	88.4%
North Valley & Sierra Region	204,001	179,547	88%

\*VCR: Video Completion Rate

Online Video Pre-Roll	Video played	Video Completions (Did not skip)	VCR*	Clicks	CTR**
North Valley & Sierra Region	215,025	181,138	84%	265	0.12%
North Coast Region	216,917	164,840	76%	180	0.08%

\*VCR: Video Completion Rate

Original air-date May-June 2024



## PUBLIC AWARENESS PLAN IMPACT AND RESULTS

A robust communications plan was executed to reach residents in high fire threat areas through the development of fire safety messaging, television public service announcements, radio ads, digital ads and outdoor ads. The messaging emphasized the importance of evacuating early, recognizing signs that indicate the need to evacuate and understanding the severity of a red flag warning as an initial indicator of wildfire risk.

The paid media program delivered nearly **46.9 million impressions** statewide through television, radio, digital and outdoor ads. Advertising assets were produced in English, Spanish, Chinese (Mandarin and Cantonese) and Hmong to reach monolingual communities in Northern and Central California.

### RADIO

Over 20 local and regional radio stations were engaged, airing more than 994 spots throughout Northern and Central California, which equated to over **3.8 million radio impressions**.

The program partnered with five local radio stations in the Chico/Redding and Eureka markets, providing extensive coverage with 321 spots that reached 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 content in Spanish, Chinese (Mandarin and Cantonese) and Hmong.

### DIGITAL

Over **21.5 million impressions** were generated through digital banner and video ads.

Multiple sets of digital banners were created — three creatives in three sizes and three languages, resulting in 27 versions of the ads. In total, Spanish and Chinese banner and video ads reached a combined 2.3 million impressions.

The digital ads were well received, achieving click-through rates (CTR) as high as 0.11%, which is higher than the U.S. industry average of 0.09%. This engagement resulted in an impressive response of over 11,000 clicks to the California Fire Foundation's Firefighters On Your Side (FFOYS) program website for access to additional information.



## OUTDOOR

Outdoor billboards and poster ads were placed in rural areas and monolingual communities, generating over **17.6 million impressions** throughout the course of the paid media program.

More than 72 posters were displayed in convenience stores and laundromats in Chico/Redding, Eureka, Sacramento/Stockton/Modesto, Fresno/Visalia and Santa Barbara/Santa Maria/San Luis Obispo markets to effectively reach communities with a high Hispanic population.

Additionally, eight high-impact billboard bulletin units in English and Spanish were placed along the freeway corridor from Fresno County to Butte County.



## TELEVISION

Television ads ran from July to August for a duration of four weeks.

English and Spanish public service announcement (PSA) TV spots aired 1,506 times across more than 27 statewide broadcast and local cable stations, generating close to **4 million impressions**.

In the rural Chico/Redding and Eureka media markets, over 691 spots were aired, reaching 750,000 residents in the region.

## CBO DIRECT OUTREACH

CFF, in collaboration with PG&E, continued to engage community-based organizations (CBOs) and nonprofit organizations in high wildfire threat areas to share wildfire safety messaging through the PG&E CBO Direct Program. These groups utilized digital fire safety materials developed in English, Spanish and Chinese to share on their social media platforms, email newsletters, and websites.

In 2025, 19 CBO Direct non-profit partners shared 122 posts on Facebook, X and Instagram, in addition to distributing regular email newsletters sent to their networks. These posts had an estimated reach of more than 294,996 between July to October 2025. Additionally, KWMR, a Marin County radio station, participated in the program by airing fire safety radio messages, further extending outreach.

Since 2020, the CBO Direct Program has generated a total of **2 million impressions** across **1,108 social media** posts and newsletters, in partnership with **187 CBO Direct partners**.

## CONCLUSION

In its eighth year, the Wildfire Safety and Preparedness Program (WSPP) remains committed to ensuring residents are prepared year-round for wildfire disasters. While the number of acres burned in 2025 was half of 2024, California experienced two of the deadliest wildfires in the state's history with the Eaton and Palisades Fires. Protecting lives is the ultimate goal of the WSPP, and it is done through the persistent work in spreading wildfire awareness every year. Even through shifting weather conditions that are typical in California, wildfires will always pose a risk.

With a budget of \$1.65 million in 2025, the WSPP advanced its mission to protect Californians by supporting fire departments and agencies through a competitive annual fire safety grant program, along with an extensive paid media component utilizing television, radio, digital ads, and outdoor advertisements in English, Spanish, Chinese and Hmong.

This year's program awarded \$950,000 in funding to 63 grantees, including fire departments, firefighter associations, fire districts and non-profit organizations. This funding supported the purchase of personal protective equipment (PPE), specialized equipment, vegetation management efforts, and wildfire public education initiatives. Collectively, grantees secured approximately 1,000 pieces of personal protection equipment (PPE), including helmets, boots, gloves, goggles, and fire shelters. Grantees also removed hazardous trees, tree limbs, brush and other combustibles through chipping and hauling efforts, and conducted prescribed fires or pile burns to reduce wildfire risk and improve community defensibility.

The paid media component generated approximately **46.9 million** impressions in 2025, bringing a total of **284 million** impressions since the start of WSPP in 2018. The multilingual public safety campaign component has been crucial in ensuring that fire safety messaging reaches households in high wildfire risks areas.

An earned media component, consisting of three press releases, in-person media events and regional media outreach, generated **568 media stories** with a reach of approximately **6.9 million impressions**.

In its sixth year, PG&E's CBO-Direct Program has disseminated fire safety messaging to 19 non-profit, community-based organizations in high wildfire threat areas. These organizations successfully shared WSPP safety content to their local community networks through their social media assets including Facebook, X/Twitter and Instagram. This effort garnered an estimated **294,996 impressions** through **122 social media posts**. Since 2020, the CBO Direct Program has generated **2 million impressions** and collaborated with a **total of 187 groups**.

In total, **54 million** impressions were generated through paid media efforts, earned media, the CBO direct program and the reported impacts of the WSPP grants.

The WSPP's ongoing efforts serve the public on multiple fronts, through a widespread public safety campaign, wildfire safety news coverage reaching residents in their homes, and grant funding to nonprofits, local fire departments and fire associations in mitigating wildfire risks. The WSPP is a unique program that exhausts all efforts to help residents and is crucial in ensuring the community remains cautious, knows the signs and stays prepared amid California's shifting weather patterns.

