



WILDFIRE SAFETY AND PREPAREDNESS PROGRAM

Pacific Gas and Electric Company

In collaboration with the California Fire Foundation



*Pacific Gas and
Electric Company*



CALIFORNIA
FIRE
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BACKGROUND

Californians continue to face unique challenges from record heat waves, earthquakes, drought, and wildfires. The past five years between 2018 to 2022, have seen a 230% increase in acres burned compared to 2013-2017 with an average of more than 7,000 wildfire incidences annually. Wildfires continue to pose a significant threat to residents every year.

OBJECTIVES

For five consecutive years, the Wildfire Safety and Preparedness Program (WSPP) has been an annual effort by the California Fire Foundation (CFF) in collaboration 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 **\$6M** 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 **265 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 **147M impressions** have been captured for advertising targeting Tier 2 and Tier 3 high fire risk areas.

APPROACH

The Wildfire Safety and Preparedness Program (WSPP) components included:

1. GRANT PROGRAM | \$730,000

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

2. SAFETY EDUCATION CAMPAIGN | \$450,000

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 2022, from May 18 to June 17, the WSPP grant program received more than 200 grant application submissions.

Over \$2.925 million in funds was requested:

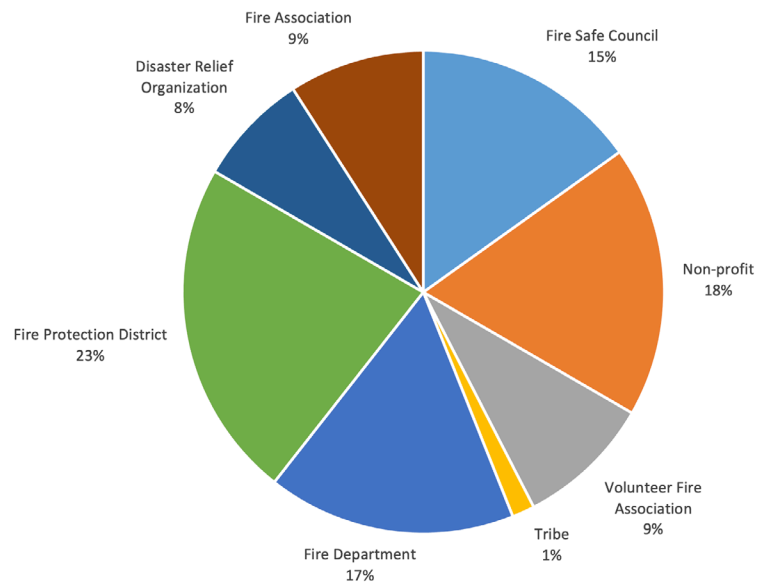
- 4% in first-responder training requests
- 21% in public education/outreach requests
- 30% in PPE requests
- 20% in specialized equipment requests
- 25% in fuels reduction requests

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

IMPACTS AND RESULTS

Funding was provided to 66 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: ~\$11,060**
- **66 Grantees**

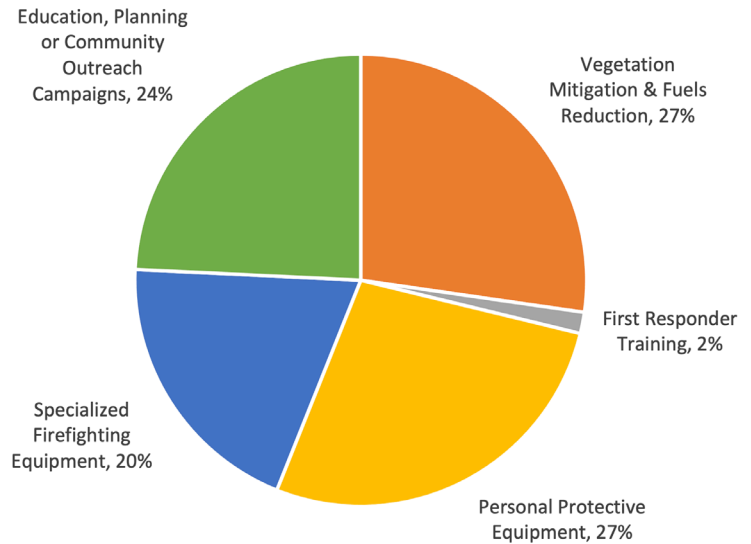


2022 WSPP GRANT RECIPIENTS

1. Alturas City Fire Department
2. American Wildfire Experience
3. Audubon Canyon Ranch
4. Briceland Volunteer Fire Department
5. Building Resilient Communities
6. Burbank Fire Department
7. Camp Alta
8. Central Sierra Volunteer Fire Training Officers
9. Ceres Community Project
10. Chalfant Valley Fire Department
11. Chicken Ranch Rancheria of Me Wuk Indians of California
12. City of Lone
13. City of Santa Cruz Fire Department
14. City of Sonora Fire Department
15. Cloverdale Fire Protection District
16. Coffee Creek Volunteer Fire Protection District
17. Collaborating Agencies' Disaster Relief Effort
18. College of the Redwoods Foundation (Humboldt Community Organizations Active in Disaster)
19. Cultural Fire Management Council
20. Direct Relief
21. Dobbins Oregon House Fire Protection District
22. Dunnigan Fire Protection District
23. Fall River Valley Fire Protection District
24. Fire Safe Sonoma
25. Fire Safe Wilkerson (a project of Bishop VFD)
26. Firefighters Burn Institute
27. Fort Jones Volunteer Fire Department Association
28. Fortuna Fire Protection District
29. Graniteville Volunteer Fire Company
30. Greater Valley Center Fire Safe Council
31. Hayfork Fire Protection District/Hayfork Volunteer Fire Department
32. Hornbrook Fire Protection District
33. Inter-Canyon League
34. Jackson Valley Fire Protection District
35. Lake Pillsbury Fire Protection District
36. Manton Fire Safe Council
37. Mendocino County Fire Safe Council
38. Mid Coast Fire Brigade
39. Monterey County Regional Fire Protection District
40. Mount Shasta Fire Department
41. Northern Valley Catholic Social Service
42. Oakland Firesafe Council
43. Plumas County Search and Rescue
44. Redwood Coast Fire Protection District
45. Rough and Ready Fire Protection District
46. Safer West County
47. San Diego Fire-Rescue Foundation
48. Sanger Fire Department
49. Santa Margarita Fire Department
50. Scott Valley Fire Protection District
51. Shasta County Fire Safe Council
52. Stewards of the Sequoia (Isabella Highlands Association)
53. Stones Bendard CSD Fire Department
54. Tenants Together
55. Tribal EcoRestoration Alliance
56. Tuolumne County Alliance for Resources and Environment
57. Tuolumne Fire Safe Council
58. Unite to Light
59. Weaverville Fire District
60. West Slope Foundation
61. West Stanislaus County Fire Protection District
62. Whale Gulch Volunteer Fire Company
63. Willows Volunteer Fire Department, City of Willows Fire, Willows Rural Fire Protection District
64. Winters Fire Department
65. Youth Action Project
66. Yuba Watershed Protection and Fire Safe Council

BREAKDOWN OF GRANT PURPOSE:

The WSPP increased funding from \$670,000 in 2021 to more than \$730,000 in 2022. The number of grant recipients also increased to 66 organizations compared to 54 in 2021. Grant requests have also increased over the years, from 136 requests in 2020 to now averaging 200 requests in 2021 and 2022.



EARNED MEDIA

An earned media component consisting of two press releases distributed to English, Spanish, Chinese, Vietnamese and Korean news outlets generated **159 media hits** with a reach of approximately **1,090,000 impressions**.

GRANT ANNOUNCEMENT RELEASE: MAY 12, 2022 [LINK](#)

- Press releasing announcing the WSPP grant program has opened and urging fire departments, fire associations and first responders to apply
- 31 media hits
- 230,000 impressions/reach

GRANTEE SELECTION RELEASE: AUGUST 25, 2022 [LINK](#)

- Press release announcing the grant recipients and award amount total
- 128 media hits
- 860,000 impressions/reach

TARGETED ADS AND OUTREACH AFTERGRANTEE SELECTION

In 2022, paid digital ads were included in the communication strategy to highlight WSPP grantee recipients by region which include: Central Coast and South Bay Area; North Valley and Sierra; North Coast; and Central Valley. Ads were used to amplify public awareness on WSPP in these region and acknowledge the potentially life saving grants awarded to fire departments, fire safe councils, and non-profits under the WSPP program. PG&E Regional Vice Presidents also promoted local grantee winners through their own respective social media accounts to further amplify the program with PG&E-CFF co-branded messaging.

The ads generated **390,929** impressions with **312** clicks.

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 August 2022 to December 2022.

IMPACTS AND RESULTS

The WSPP executed a comprehensive paid promotion effort 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 nearly 46 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 1795 radio spots were aired throughout Northern and Central California, equivalent to more than 2.2 million radio impressions.

The program partnered with five local radio stations in Chico/Redding and Eureka markets with an extensive coverage of 314 spots reaching the rural residents.

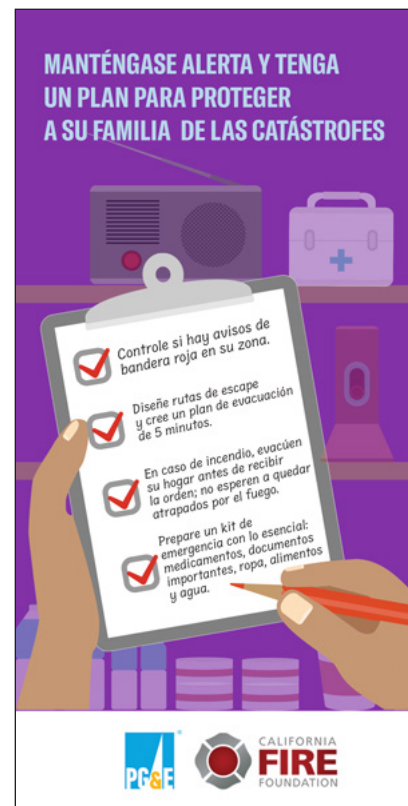
Building on the success from previous years, half of the spots were delivered through in-language radio stations to monolingual residents who primarily consume Spanish, Chinese (Mandarin and Cantonese) and Hmong content.

DIGITAL

Over 25 million impressions were generated through digital banner ads and video ads.

Multiple sets of digital banners were created – four creatives in three sizes and three languages, totaling 36 varying ads. In total, Spanish and Chinese banner and video ads reached 11.4 million impressions.

The digital ads were well received with an average clickthrough rate (CRT) at 0.14%, higher than the U.S. industry average of 0.09%, and garnered an impressive response of over 34,000 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 15.25 million impressions over the course of the paid program.

More than 215 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. We were able to offer extensive added value of four weeks override of the campaign – doubled the originally contracted four weeks flight – as well as offering two more weeks of English postering in Redding.

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



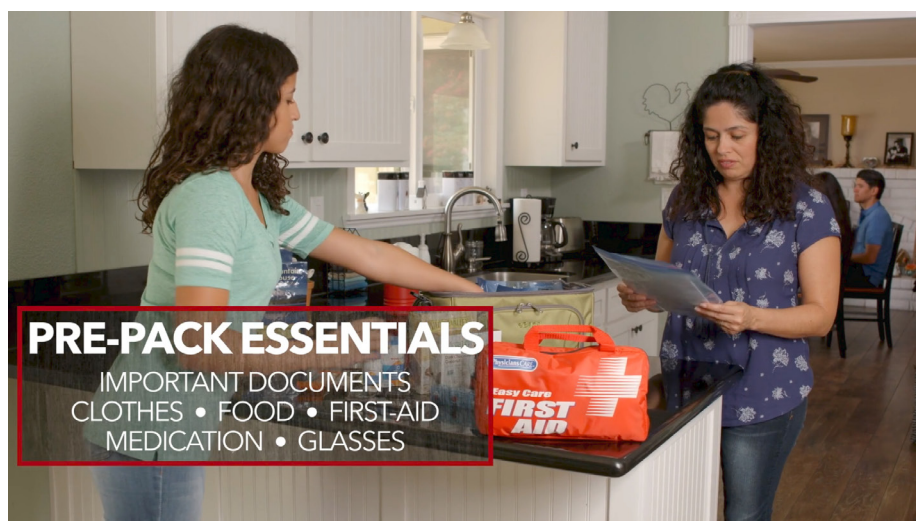
TELEVISION

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

English and Spanish public service announcement TV spots were aired over 1,398 times in more than 27 statewide broadcast and local cable stations, generating close to 4.1 million impressions.

More than 398 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 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 2022, 30 CBO Direct non-profit partners shared 124 posts on Facebook, Twitter, and Instagram in addition to regular email newsletters to their networks. These posts had an estimated reach of more than 202,645 from the July to October 2022 period. Additionally, two radio stations, KBBF and KWMR, also participated in the program by airing fire safety radio messaging for a combined projected outreach of more than 105,900 in reach. KBBF station covers north San Francisco Bay Area and KWMR covers the area in Point Reyes/Marin County.

Since 2020, a total of **819,000 impressions** were captured across **530 social media** posts and newsletters between **104 CBO Direct partners**.

CONCLUSION

In its 5th year, the Wildfire Safety and Preparedness Program (WSPP) continues to serve its role in protecting Californians through education and providing resources statewide. With a \$1.4 million budget in 2022, the WSPP has been able to continue building momentum through an annual fire safety grant program and exhaustive paid media component utilizing television, radio, digital ads and outdoor ads in English, Spanish, Chinese and Hmong.

This year's program awarded 66 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.

The paid media component has generated approximately 46 impressions in 2022. A total of 147M impressions has been generated since the start of WSPP in 2018. 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 159 media hits with a reach of approximately 990,000 impressions.

In 2021, PG&E provided an additional \$200,000 in funding to the California Fire Foundation to expand their programs in order to serve more communities. In 2022, this new funding level has remained and the California Fire Foundation was able to distribute more funds to grantees in 2022, increasing from 54 grantees in 2021 to 66 grantees in 2022. The WSPP continues to have a competitive grant application process with every year seeing an increase in number of applicants requesting funding; 2022 and 2021 both saw 200+ grant submissions requested, compared to 136 submitted in 2020. To date, 265 fire departments and groups statewide have received funding through the WSPP since 2018.

PG&E's CBO-Direct Program in its third year has disseminated fire safety messaging to 39 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 202,645 estimated impressions through 124 social media posts. To date, the CBO Direct Program since 2020 has generated 819,802 impressions and worked with a total of 104 groups.

California's consistent drought and heat waves continue to put residents in danger of wildfires. The WSPP program is an effort to ensure all approaches are exhausted in ensuring families continue to be prepared for disaster and that first responders have additional resources to improve safety in our communities.



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