



2023 WSPP Grantee - Tehama Conservation Fund

WILDFIRE SAFETY AND PREPAREDNESS PROGRAM

Pacific Gas and Electric Company

In collaboration with the California Fire Foundation



TABLE OF CONTENTS

BACKGROUND AND OBJECTIVES..... 1

GRANT PROGRAM 1

PUBLIC AWARENESS 4

CONCLUSION..... 8

2022 WSPP Grantee- Audubon Canyon Ranch



BACKGROUND

California wildfires remain a persistent threat to residents every year. In 2024, the number of acres burned by wildfires more than doubled when compared to the previous two years. This increase was anticipated, as winter rainfall spurred new vegetation growth, creating an abundance of fuel throughout the state. Californians must remain alert and prepared—it was only three years ago, in 2021, that wildfire records were broken with 2.5M acres burned.

OBJECTIVES

For seven 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). Its purpose is to raise awareness about wildfire safety and provide resources to underserved communities in high fire threat areas across California, with a focus on rural regions. The WSPP complements major efforts by the State of California to build fire resiliency in our communities statewide.

Since 2018, the Wildfire Safety and Preparedness Program has utilized a total of **\$8.8M** in funding from PG&E to distribute annual public safety and evacuation information and provide grants to local fire departments, associations and first responders. A total of **368 grantees** have received grants since 2018, enabling them to acquire personal protective equipment (PPE) and specialized firefighting equipment, as well as to support fuel/vegetation management efforts and fire safety education outreach.

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 **237M impressions** have been captured for advertising, targeting Tier 2 and Tier 3 high fire risk areas.

2024 APPROACH

The Wildfire Safety and Preparedness Program components include:

1. GRANT PROGRAM | \$750,000

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

2. SAFETY EDUCATION CAMPAIGN | \$400,000

A fire safety and awareness campaign targeting high wildfire risk areas, as well as 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, particularly those serving communities identified by the California Public Utilities Commission (CPUC) as being extreme or elevated fire risk areas. In 2024, from May 30 to June 30, the WSPP grant program received over 217 grant applications.

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

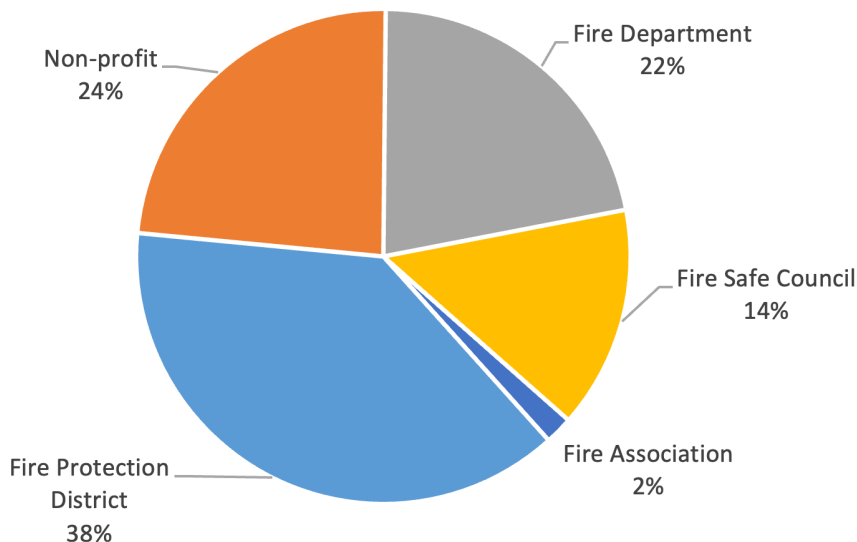
More than \$4.6M in funds were requested for a variety of actions

- 37% for education/outreach projects
- 23% for PPE acquisition
- 21% for specialized equipment acquisition
- 19% for fuels reduction/vegetation management projects

IMPACTS AND RESULTS

Funding was provided to 55 grantees, including local fire departments, local 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 supported fuel/hazard reduction programs.

- **\$750,000 Disbursed**
- **Average Grant Amount: ~\$13,636**
- **55 Grantees**



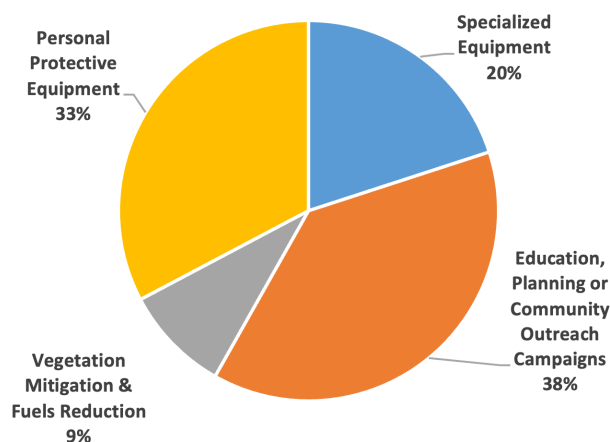
2024 WSPP GRANT RECIPIENTS

1. Amador Fire Protection District
2. American Canyon Fire Protection District
3. Atascadero Fire Department
4. Butte County Fire Safe Council
5. Calaveras Consolidated Fire Protection District
6. City of Fairfield Fire Department
7. City of Willows Fire, Willows Rural Fire Protection District, Willows Volunteer Fire Department
8. Community Emergency Response Volunteers of the Monterey Peninsula
9. Copco Lake Fire Department Protection District
10. Downieville Fire Protection District
11. Dunnigan Fire Protection District
12. Georgetown Fire Protection District
13. Groveland Community Services District Fire Department
14. Happy Valley Fire District
15. Hoopa Valley Fire Department & Office of Emergency Services
16. Hopland Fire Protection District
17. Hyampom Volunteer Fire Department
18. Jackson Valley Fire Protection District
19. Kern County Firefighters Local 1301
20. Kettenpom-Zenia Volunteers
21. Konocti Fire Safe Council
22. La Porte Fire Protection District
23. Lake County Fire Protection District
24. Little Lake Fire Protection District
25. Lompoc Fire Department
26. Marin County Fire / Office of Emergency Management
27. Mechoopda Indian Tribe of Chico Rancheria: Office of Environmental Planning and Protection
28. Mendocino Volunteer Fire Department
29. Mountain Gate Firefighters Association
30. Newman Fire Department
31. North Bay Jobs with Justice
32. North Coast Resource Conservation & Development Council (Conservation Works)
33. Nuestra Comunidad
34. Oak to Timberline Fire Safe Council
35. Oakland Firesafe Council
36. Pleasants Valley Fire Safe Council - Vacaville
37. Plumas Crisis Intervention & Resource Center
38. Plumas Rural Services
39. Quincy Fire Protection District
40. Rescue Fire Protection District
41. San Andreas Fire Protection District
42. San Luis Obispo County Fire Safe Council (Cambria Fire Safe Focus Group)
43. San Rafael Fire Department
44. Siskiyou Community Resource Collaborative
45. Sonoma County Community Organizations Active in Disaster
46. South Santa Clara County Fire District
47. Tenants Together
48. The Sikh Centre
49. Town of Washington Firewise Community
50. Trauma Intervention Program Foothill Mountains of the Sierra's
51. Tribal EcoRestoration Alliance
52. United Way of Nevada County
53. Williams Fire Protection Authority
54. Yuba Watershed Protection and Fire Safe Council
55. Zayante Fire Protection District

BREAKDOWN OF GRANT PURPOSE:

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

- **7,560** pieces of personal protection equipment (PPE) secured, including helmets, boots, gloves, goggles, and fire shelters.
- **Fuel reductions/vegetation management**
 - 21 acres of hazardous tree and brush removal
 - Over 1.5M pounds of tree limbs, branches and other combustibles chipping and hauling
 - 22 prescribed fires or pile burns
- **Fire safety education** provided across Alameda, Butte, Fresno, Humboldt, Kern, Lake, Marin, Mendocino, Monterey, Nevada, Plumas, San Francisco, San Luis Obispo, Shasta, Siskiyou, Sonoma, and Yuba Counties, potentially benefiting over 1.8M residents.
- **657 pieces of specialized equipment, which include:**
 - 5,000 gallon Water Storage Tanks
 - Portable Radios
 - Headlamps
 - Hoses/Clamps/Nozzles
 - Chainsaws
 - Gear Packs
- **Total Estimated Impact:**
 - 1,269,224 Residents



CFF continues to account for the sharp rise in inflation since 2023 and its impact on grantees' ability to purchase specialized firefighting equipment, PPE, and other services, such as fuels reduction and vegetation mitigation services. The WSPP award amount cap remains at \$25,000 to ensure that the WSPP has flexibility to respond to the specific needs of the communities within PG&E's service area. This award cap helps applicants offset the reduced purchasing power of each project dollar due to inflation.

EARNED MEDIA

The WSPP implemented an earned media strategy that consisted of issuing two press releases and conducting an in-person media event in Sacramento. Press releases distributed to English, Spanish and Chinese news outlets generated 484 media hits, reaching approximately 2.9M impressions.

GRANT ANNOUNCEMENT RELEASE: MAY 28, 2024 [LINK](#)

- Press release announcing the WSPP grant program has opened and urging fire departments, fire associations and first responders to apply
- 277 media hits
- 1.8M impressions/reach

GRANTEE SELECTION RELEASE: SEPT. 30, 2024 [LINK](#)

- Press release covering the in-person media event announcing the grant recipients and award amount total
- 165 media hits
- 1.1M impressions/reach

IN-PERSON MEDIA EVENT

To further raise awareness on fire safety, CFF and PG&E hosted an in-person media event on Monday, September 30, in Sacramento. Speakers included leadership from CFF, California Professional Firefighters (CPF), PG&E and a local grantee. The messaging highlighted the awarded grants through the WSPP and reinforced that wildfires remain a danger and threat to Californians, with the recent upward trend in fires due to high fuel levels and temperatures. The media event garnered **165 media hits** and generated **1.1M in impressions/reach**.

The media event was covered by major local outlets including:

- [Fox 40 TV](#)– Aired 5 segments
- [KCRA TV](#)– Aired 4 segments
- [KGPE TV](#)– Aired 1 segment
- [KRON TV](#)–Aired 1 segment
- [Capitol Public Radio](#) – Aired 2 segments



REGIONAL VICE PRESIDENTS TARGETED ADS

In 2024, paid digital ads were incorporated in the communication strategy to encourage fire departments and fire agencies to apply to the WSPP. Targeted areas included PG&E’s South Bay & Central Coast Region, North Valley & Sierra Region and North Coast Region. PG&E Regional Vice Presidents were featured in the paid video component to urge applicants to apply to the WSPP. This effort generated a total of **1.57M impressions**.

Connected TV Ads	Video Played	Video Completions (Did not skip)	VCR*
North Coast Region	108,025	103,316	96%
North Valley & Sierra Region	108,000	102,547	95%
South Bay & Central Coast Region	84,218	79,510	94%

*VCR: Video Completion Rate

**CTR: Click-through-rate

YouTube Pre-Roll	Video played	Video Completions (Did not skip)	VCR*	Clicks	CTR**
South Bay & Central Coast Region	473,681	357,032	75%	482	0.10%
North Valley & Sierra Region	441,147	352,840	80%	278	0.06%
North Coast Region	357,556	274,061	77%	280	0.08%

*VCR: Video Completion Rate

**CTR: Click-through-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 in total nearly **44.7M 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

Nearly 30 local and regional radio stations were engaged, airing more than 959 spots throughout Northern and Central California, which equated to over **3.3M radio impressions**.

The program partnered with five local radio stations in Chico/Redding and Eureka markets, providing extensive coverage with 182 spots reaching 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 **20.3M impressions** were generated through digital banner and video ads.

Multiple sets of digital banners were created – three creatives in three sizes and three languages, totaling 27 versions of the ads. In total, Spanish and Chinese banner and video ads reached 8M impressions.

The digital ads were well received, achieving click-through rates (CTR) as high as 0.17%, which is higher than the U.S. industry average of 0.09%. This resulted in an impressive response of over 13,000 clicks to the California Fire Foundation's Firefighters On your Side (FFOYS) program website for access to additional information.

Is your family prepared for wildfires and disasters?

Have a 5-minute plan to evacuate

Don't let your family be caught off guard

FIND OUT MORE

PC&F CALIFORNIA FIRE FOUNDATION

The banner features a blue background with a central illustration of a yellow backpack filled with various emergency supplies like a first aid kit, water bottles, and tools. The text is in white and yellow, and the logo is at the bottom right.

¿Su familia está preparada para los incendios forestales y las catástrofes?

Tenga un plan de 5 minutos para evacuar

No deje que su familia quede desprevenida

DESCUBRA MÁS

PC&F CALIFORNIA FIRE FOUNDATION

The banner features a blue background with a central illustration of a yellow backpack filled with various emergency supplies like a first aid kit, water bottles, and tools. The text is in white and yellow, and the logo is at the bottom right.

OUTDOOR

Outdoor billboard and poster ads were placed in rural areas and monolingual communities, generating over **17M impressions** throughout the paid program.

More than 64 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 effectively reach communities with a high Hispanic population.

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



TELEVISION

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

English and Spanish public service announcement TV spots aired 1,492 times across more than 29 statewide broadcast and local cable stations, generating close to 4M impressions.

In the rural Chico/Redding and Eureka media markets, over 291 spots were aired, reaching 550,000 residents in the region.

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 utilized digital fire safety materials developed in English, Spanish and Chinese to share on their social media platforms, email newsletters, and websites.

In 2024, 21 CBO Direct non-profit partners shared 228 posts on Facebook, X, and Instagram in addition to regular email newsletters sent to their networks. These posts had an estimated reach of more than 398,912 during the June to October 2024 period. Additionally, KWMR, a Marin County radio station, participated in the program by airing fire safety radio messages, contributing to the overall outreach.

Since 2020, a total of **1.7M impressions** were captured across **986 social media** posts and newsletters from **168 CBO Direct partners**.

CONCLUSION

In its seventh year, the Wildfire Safety and Preparedness Program (WSPP) serves as a reminder of the cyclical nature of wildfires and the importance of preparedness. The number of acres burned in 2024 doubled that of the past two years combined. The WSPP has endured the worst wildfire seasons in California and continues to be a vital resource for protecting and preparing residents. With a budget of \$1.4M in 2024, the WSPP remains committed to better preparing 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 \$750,000 in funding to 55 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 public education initiatives. Grantees secured approximately 7,560 pieces of personal protection equipment (PPE) including helmets, boots, gloves, goggles and fire shelters. Over 21 acres of hazardous trees and brush were removed, and 1.5M pounds of tree limbs, branches and other combustibles chipped and hauled away. Additionally, a total of 22 prescribed fires or pile burns were conducted by WSPP grantees.

The paid media component has generated approximately **44.7M** impressions in 2024, bringing a total of **237M** impressions has been generated since the start of WSPP in 2018. Paid media component has been crucial in ensuring that fire safety messaging reaches households in high wildfire risks areas.

An earned media component, consisting of two press releases distributed to English, Spanish and Chinese news outlets, generated 442 media hits with a reach of approximately 2.9M impressions.

In its fourth year, PG&E's CBO-Direct Program has disseminated fire safety messaging to 21 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 an estimated 398,912 impressions through 228 social media posts. Since 2020, the CBO Direct Program has generated 1.71M impressions and collaborated with a total of 168 groups.

In total, **49.2M** impressions were generated through paid media efforts, earned media, the CBO direct program, and reported impacts of the WSPP grants.

The events of 2024 have underscored the importance of the WSPP in consistently reminding Californians of the danger of wildfires, even after short reprieves in acres burned, as seen in 2022 and 2023. Wildfires can move quickly, and residents must remain vigilant, know the signs, and be prepared to evacuate. The WSPP serves as a public resource, which works to make a difference through grants to the fire department, CBO partnerships, paid advertisement and earned media. The shared goals of wildfire awareness, prevention and safety are held by both PG&E, and the impact of the WSPP brings those goals to fruition.

