

PACIFIC GAS AND ELECTRIC COMPANY
Wildfire Mitigation Plans Discovery 2023
Data Response

PG&E Data Request No.:	SPD_009-Q006		
PG&E File Name:	WMP-Discovery2023_DR_SPD_009-Q006		
Request Date:	June 2, 2023	Requester DR No.:	SPD_PG&E_2023_009
Date Sent:	June 7, 2023	Requesting Party:	Safety Policy Division
DRU Index #:		Requester:	Kevin Miller

**SUBJECT: UNDERGROUNDING, EMERGENCY PLANNING, AND COMMUNITY
OUTREACH/ENGAGEMENT**

QUESTION 006

PG&E mentions pre-pandemic in-person engagement. Does PG&E have data comparing pre pandemic engagement to pandemic timeframe engagement efforts and among other things, attendance? For instance, are there metrics/data regarding non-AFN/MB and AFN/MB?

ANSWER 006

For community events and gauging levels of customer attendance/interest, PG&E does not have specifics on customer demographics in terms of who attends our Virtual webinars and town hall events. Registration is optional, and we find the majority of customers elect not to share their personal information (attendees show up as 'anonymous'). Prior to the pandemic (2019), all regional Safety Town Halls were conducted in person, except for all our All-Customer webinars. During and post-pandemic (2020-2023), Regional Town Halls and Safety Webinars were conducted virtually. With that being said, we have seen good attendance throughout the first half of 2023 in our 15 already hosted Webinar events, up from 2021 & 2022. The table below summarizes the attendance of our events by year and the year-over-year percentage change:

	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2020 YOY</u>	<u>2021 YOY</u>	<u>2022 YOY</u>	<u>2023 YOY ^[1]</u>
Total Attendance	4,292	4,888	2,103	3,425	3,126	14%	-57%	63%	119%

^[1] The 2023 number of attendees is as of May 31, 2023. The 2022 attendance number was annualized to compare the year-over-year rate for the equivalent timeframe.

While in-person events are beneficial for a specific community, virtual events have several advantages that in-person events lack, such as the ability for customers to attend without needing transportation, our inclusion of ASL in the presentation, the ability to zoom in on content to view at a comfortable reading level, and the ability to view at a later date if not available at the broadcasted time. We are also hosting specific webinars for smaller audiences, such as our AFN community, which was held June 7, 2023, and in-language Webinars in July, focusing on programs benefitting those communities.