

## **Community Wildfire Safety Program PG&E Wildfire Safety Webinar – Santa Cruz and San Luis Obispo – Post-Event Report**

On April 13, 2023, PG&E held a Wildfire Safety Webinar for Santa Cruz and San Luis Obispo customers, in accordance with the Settlement Agreement approved by the May 7, 2020, California Public Utilities Commission (CPUC) Decision (D.) 20-05-019 Order Instituting Investigation (OII) regarding the 2017 and 2018 wildfires.

PG&E is listening to customer feedback to help understand how we can continue to improve wildfire prevention efforts, including the Public Safety Power Shutoff (PSPS) and Enhanced Powerline Safety Settings (EPSS) Programs. The purpose of the event was to share safety and prevention activities, utility service-related information and customer resources all customers, gather input and respond to questions.

The following report has been prepared to provide an overview of the safety town hall and includes:

- A high-level event summary
- A description of outreach for the event
- An overview of the feedback received
- A link to the event presentation and recording

### Event Details

- **Date:** April 13, 2023
- **Time:** 5:30 – 6:30 p.m.
- **Total Attendees:** 226
- **PG&E Presenters:**
  - Teresa Alvarado, Regional Vice President, South Bay & Central Coast Region
  - Matt Schneiderman, Regional Senior Manager, South Bay & Central Coast Region
  - Dave Meier, Senior Manager, Customer Emergency Planning and Operations
  - Daniel Keferl, Regional Safety Director, South Bay & Central Coast Region
  - Eric Daniels, Local Government Affairs, San Luis Obispo County

The event featured a 60-minute presentation on PG&E's Community Wildfire Safety Program followed by a Q&A session. The presentation focused on 2023 updates, Enhanced Powerline Safety Settings (EPSS) and customer resources. Participants could either join via the virtual conference platform or by calling in to a toll-free number. Closed captioning was available in English, Spanish and Chinese.

### Event Outreach

PG&E conducted outreach through a variety of channels to drive attendance to the event. Outreach included:

- Email invitations sent to all electric customers with an email address listed
- Social media postings on Facebook, Instagram, Twitter and LinkedIn
- News release and media advisory

- Outreach to city, county and tribal officials as well as through a variety of additional channels

Sample invitations and outreach materials can be found in Appendix A.

#### Question and Answer Session Summary

Participants submitted questions and comments for PG&E's subject matter experts through a Q&A function on the webinar platform. A total of 14 questions and comments were received on the following themes: undergrounding, infrastructure, vegetation, EPSS, and outage safety.

The full list of questions/comments received during the Q&A session can be found in Appendix B.

#### Recording and Presentation Availability

A recording of the event will be available at [https://www.youtube.com/watch?v=VI6RRnV\\_azQ](https://www.youtube.com/watch?v=VI6RRnV_azQ).

Additional presentations and recordings of past PG&E wildfire safety webinars are also available at [pge.com/webinars](http://pge.com/webinars), including:

- Regional webinars with a county-by-county focus on safety work
- Webinars for school districts and administrators
- In-language Wildfire Safety Webinars

**APPENDIX A:  
EVENT INVITATIONS AND OUTREACH**

PG&E is hosting a webinar to discuss our 2023 wildfire safety work and community resources available to keep you safe.



## **PG&E Wildfire Safety Webinar**

Santa Cruz and San Luis Obispo Counties

Thursday, April 13 | 5:30 - 6:30 p.m.

**Join webinar »**

**Call 888-790-1836»**

**Conference ID: 7108900**

**We encourage you to join and:**

- Learn about our wildfire safety efforts and progress in your community
- Hear about resources available to support you
- Connect with your local PG&E leaders, including Regional Vice President, Teresa Alvarado

For more information on how you and your family can plan for and stay safe during an emergency, please visit [safetyactioncenter.pge.com](https://safetyactioncenter.pge.com) »

## MEDIA ADVISORY



Marketing & Communications | 415.973.5930 | [www.pge.com](http://www.pge.com)

### **PG&E Invites Customers in Santa Cruz and San Luis Obispo Counties to a Webinar on Wildfire Prevention Work and Safety Resources for 2023**

*At April 13 Virtual Event, PG&E Local Leaders Will Answer Questions and Share Available Resources*

**OAKLAND, Calif.** — Pacific Gas and Electric Company (PG&E) invites customers in Santa Cruz and San Luis Obispo counties to a virtual town hall to share the latest updates on wildfire prevention work and local safety resources and connect customers with their local leadership team, including Regional Vice President Teresa Alvarado.

On Thursday, April 13, 2023, from 5:30 to 6:30 p.m., PG&E experts will provide a brief presentation, during which participants will have the opportunity to ask questions.

The event can be accessed through the below link, by phone or through PG&E's website, [pge.com/webinars](http://pge.com/webinars).

Counties	Date	Time	Link and Dial-In
Santa Cruz and San Luis Obispo	April 13, 2023	5:30 – 6:30 p.m.	Link: <a href="https://bit.ly/3Y1K2pY">https://bit.ly/3Y1K2pY</a> Dial-In: 888-790-1836 Conference ID: 7108900

During the webinar event, customers can:

- Learn about wildfire safety efforts and progress in their community
- Hear about resources available to support them
- Connect with their local PG&E leaders, including Regional Vice President, Teresa Alvarado

Multi-language closed captioning and American Sign Language interpretation will be available, along with dial-in numbers for those who aren't able to join online.

For the full webinar events schedule, additional information on how to join and recordings and presentation materials from past events, visit [pge.com/webinars](http://pge.com/webinars).

More information and resources to help you and your family prepare for and stay safe in the event of an emergency can be found at [safetyactioncenter.pge.com](http://safetyactioncenter.pge.com).

#### **About PG&E**

Pacific Gas and Electric Company, a subsidiary of PG&E Corporation (NYSE:PCG), is a combined natural gas and electric utility serving more than 16 million people across 70,000 square miles in Northern and Central California. For more information, visit [pge.com](http://pge.com) and [pge.com/news](http://pge.com/news).

**INSTAGRAM POST**



The Instagram post features a background image of a valley with a town and hills under a blue sky with light clouds. The PG&E logo is in the top left corner. The text is centered and reads: "WILDFIRE SAFETY WEBINAR Santa Cruz and San Luis Obispo Counties", "Thursday, April 13 @ 5:30 p.m.", "Learn about our wildfire safety efforts and progress in your community.", and "To join, visit: [pge.com/webinars](https://pge.com/webinars)".

**FACEBOOK POST**



The Facebook post features a background image of a valley with a town and hills under a blue sky with light clouds. The PG&E logo is in the top left corner. The text is centered and reads: "WILDFIRE SAFETY WEBINAR Santa Cruz and San Luis Obispo Counties", "Thursday, April 13 @ 5:30 p.m.", "Learn about our wildfire safety efforts and progress in your community.", and "To join, visit: [pge.com/webinars](https://pge.com/webinars)".

**X (TWITTER) POST**



The X (Twitter) post features a background image of a valley with a town and hills under a blue sky with light clouds. The PG&E logo is in the top left corner. The text is centered and reads: "WILDFIRE SAFETY WEBINAR Santa Cruz and San Luis Obispo Counties", "Thursday, April 13 @ 5:30 p.m.", "Learn about our wildfire safety efforts and progress in your community.", and "To join, visit: [pge.com/webinars](https://pge.com/webinars)".

**LINKEDIN POST**

A promotional graphic for a wildfire safety webinar. The background is a scenic view of a valley with a town, green hills, and mountains under a blue sky with light clouds. The graphic is divided into three horizontal sections. The top section is light blue and contains the PG&E logo on the left and the text 'WILDFIRE SAFETY WEBINAR' and 'Santa Cruz and San Luis Obispo Counties' on the right. The middle section is a darker blue and contains the text 'Thursday, April 13 @ 5:30 p.m.'. The bottom section is light blue and contains the text 'Learn about our wildfire safety efforts and progress in your community.' and 'To join, visit:'. Below this text is a yellow button with the text 'pge.com/webinars »'.

 **WILDFIRE SAFETY WEBINAR**  
Santa Cruz and San Luis Obispo Counties

**Thursday, April 13 @ 5:30 p.m.**

Learn about our wildfire safety efforts and progress in your community.

To join, visit:

[pge.com/webinars »](https://pge.com/webinars)

## Appendix B: QUESTIONS RAISED DURING THE EVENT

The below questions and comments have been listed in the order received.

- Does PGE have a new policy that precludes it from turning the power back on quickly outside of fire season? Can you help me understand the changes that PGE has made with regards to power outages during the winter storms? I realize that might be off topic but maybe not as I suspect changes made for fire safety are influencing the timeline required to restore power. Specifically, we used to have outages that lasted a few minutes or an hour. Now it is very rare for an outage to last less than 3-4 hours and most are a full day.
- Where are the 10,000 miles of underground wire relocations, and is that a made up number?
- Are there plans to underground the wires that feed the City of Santa Cruz water plant that feeds all of Santa Cruz on Graham Hill Road? (seems like an important fire resource to keep on line)
- Six miles of underground wires over two years was not the impression I got when I saw the TV ad.
- How do you measure the 90% wildfire risk reduction?
- If we see branches within 4 feet of power lines, how do we report them?
- If you see trees that are hitting power lines in the back of your house how can you report that?
- How do you measure the counterfactual of a fire risk - e.g. when power was tripped, how do you know if an untripped condition (branch, etc.) would have caused a fire?
- Hi, My question is How can I get help getting a Transfer Meter? I applied and was approved for the transfer meter. But PGE dropped the ball and I spent hours trying to find out why I couldn't get one. Finally I received a brief email about the location of my gas meter and electrical panel
- how do you designate "high risk"--Mar Monte Ave La Selva Beach has had 4-6 outages (up to 11 days) from eucalyptus trees down!
- What is your responsibility to remove trees you take down?
- Adding to my first question...No one would give me any information about what I could do to get the transfer meter. Thank You 6017 Thurber Ln SC [scseashelle@sbcglobal.net](mailto:scseashelle@sbcglobal.net)
- I have a Generac automated generator running off natural gas. How about adjusting the bill so I don't pay more than I would have to PG&E if power had remained on?
- You left trees on private property in La Selva Beach! and overhanging road.....