

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

On July 17, 2024, PG&E held a Wildfire Safety Webinar for Santa Cruz and San Luis Obispo County 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 for all customers, gather input and respond to questions.

The following report has been prepared to provide an overview of the webinar 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

### Wildfire Safety Webinar Summary

- **Date:** July 17, 2024
- **Time:** 5:30 p.m. – 6:30 p.m.
- **Total Attendees:** 61
- **PG&E Presenters:**
  - Teresa Alvarado, Regional Vice President, South Bay & Central Coast Region
  - Tom Smith, Senior Manager, Customer Engagement Strategy
  - Jeremy Howard, Regional Senior Manager, South Bay & Central Coast Region
  - Matt Leedy, Local Government Affairs

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 2024 updates, PG&E's layers of protection, Enhanced Powerline Safety Settings (EPSS), Public Safety Power Shutoffs (PSPS) and customer resources. Participants could either join via the virtual conference platform or by calling into 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 Nextdoor
- 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

Throughout the presentation, participants submitted questions and comments for PG&E's subject matter experts through a Q&A function on the webinar platform. A total of 5 questions and comments were received.

The Q&A portion focused on the following theme:

- Outages
- Wildfire safety
- Webinar logistics/feedback

#### Recording and Presentation Availability

A recording of the event will be available at [https://www.youtube.com/watch?v=zsL\\_CZqARC4](https://www.youtube.com/watch?v=zsL_CZqARC4).

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

- Wildfire Safety 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

## Santa Cruz and San Luis Obispo Counties

### Wildfire Safety Webinar

Wednesday, July 17 | 5:30 - 6:30 p.m.

Join online »

You can also join via phone by calling [888-469-0694](tel:888-469-0694)  
Conference ID: 8434585

### Join us to:

- 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) »



Can't make it? View all webinar and event recordings »

## MEDIA ADVISORY

### **PG&E Invites Customers in Santa Cruz and San Luis Obispo Counties to a Webinar on Wildfire Prevention Work and Safety Resources for 2024**

*At July 17, 2024 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 an interactive webinar to share more about what we are doing to reduce wildfire risk and make our system safer.

On Wednesday, July 17, 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.

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

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

Counties	Date	Time	Link and Dial-In
Santa Cruz and San Luis Obispo	Wednesday, July 17, 2024	5:30 – 6:30 p.m.	Link: <a href="https://bit.ly/4b7X9xx">https://bit.ly/4b7X9xx</a> Or Dial-In: 888-469-0694 Conference ID: 8434585

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](https://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](https://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](https://pge.com) and [pge.com/news](https://pge.com/news).

**INSTAGRAM POST**



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

**Wednesday, July 17 at 5:30 p.m.**

Learn more about PG&E's  
wildfire prevention work.

To join, visit: [pge.com/webinars](https://pge.com/webinars) »

**FACEBOOK POST**



**WILDFIRE SAFETY WEBINAR**  
Santa Cruz and  
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**X (TWITTER) POST**



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**NEXTDOOR POST**



**WILDFIRE SAFETY WEBINAR**  
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**BROADCAST GRAPHIC**




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**Appendix B:**  
**QUESTIONS RAISED DURING THE EVENT**

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

- Power was out for most of the Arroyo Grande/Pismo beach area last night starting at 7:00 pm. Do we know the cause?
- The outage is no longer posted on the PG&E outage map. Is there a person or web page with follow up information on the cause?
- OK thank you. Great presentation!
- Any work in all areas in Avila beach area?
- How do we get a map that shows high risk areas in detail so that we can plot our own home?