

## **Regional Town Halls**

### **Quarter 1 Regional Town Hall – North Coast Region Summary**

On March 27, PG&E held a Regional Town Hall for customers in the North Coast Region, 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.

The purpose of PG&E's quarterly Regional Town Hall meetings is to share the progress made on improving operations and delivering better safety outcomes for customers. The utility invited customers in each region to meet with the regional leadership teams, including the Regional Vice President and Regional Safety Director. Company representatives provided updates on the Community Wildfire Safety Program in each area, including highlighted operational mitigation efforts, shared savings programs for customers, provided safety and awareness tips and listened to customer feedback and questions.

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

#### North Coast Regional Town Hall Summary

- **Date:** March 27, 2025
- **Time:** 5:30-6:30
- **Total Attendees:** 189
- **PG&E Presenters:**
  - Dave Canny, Regional Vice President, North Coast Region
  - Shelby Staton, Regional Safety Director, North Coast Region
  - Brian Gerving, Regional Senior Manager, North Coast Region
  - Eric Haggerty, Senior Manager, Vegetation Management

The event featured a 60-minute presentation that provided updates on the implementation of the Community Wildfire Safety Program in its respective region, including implementation of safety outages and undergrounding, provided updates on outages and rates, shared customer safety and preparedness resources and listened to customer feedback and answered questions during Q&A sessions.

#### 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 in the region
- 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 40 questions and comments were received.

The Q&A portion focused on the following themes:

- Undergrounding
- Outages
- Affordability

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 can be found at <https://youtu.be/RRfdZvs4oOI>.

Additional presentations and recordings of past PG&E Regional Town Halls are available at [pge.com/webinars](https://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**

Join us for a virtual town hall to learn more about what we are doing to reduce wildfire risk and better serve you and your community.



**PG&E Virtual Town Hall  
North Coast**

Humboldt, Lake, Marin, Mendocino, Napa, Siskiyou, Solano, Sonoma, and Trinity Counties

Thursday, March 27 | 5:30 - 6:30 p.m.

[Join webinar »](#)

[Call 888-469-0642 »](#)

Conference ID: 2776607

We'll share how we are working to better serve you and your community by reducing wildfire risk. Attendees will have the opportunity to ask questions and connect with PG&E's regional leadership team, including Regional Vice President, Dave Canny.

**We encourage you to join and learn more about:**

- Regional updates
- Wildfire safety work happening in your area
- Tips and resources to keep you safe

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) »

[View this webinar and past recordings »](#)

## MEDIA ADVISORY



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

### **PG&E Invites North Coast Customers to a Town Hall for Regional Updates, Wildfire Safety Program Updates and Customer Resources**

*At March 27 Virtual Event, PG&E Local Leaders Will Answer Questions and Share Available Resources*

**OAKLAND, Calif.** — Pacific Gas and Electric Company (PG&E) invites North Coast customers to a virtual town hall to learn more about work in their region, safety tips and customer saving programs.

On Thursday, March 27, from 5:30 to 6:30 p.m., PG&E experts, including North Coast Region Vice President Dave Canny, will provide a brief presentation during which participants will have the opportunity to ask questions.

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

Region	Counties	Date	Time	Link and Dial-In
North Coast	Humboldt, Lake, Marin, Mendocino, Napa, Siskiyou, Solano, Sonoma, Trinity	Thursday, March 27	5:30 – 6:30 p.m.	Link: <a href="https://bit.ly/42qf4O8">https://bit.ly/42qf4O8</a> Or Dial-in: 888-469-0642 Conference ID: 2776607

American Sign Language interpretation will be available. For the full webinar events schedule, additional information on how to join and to view past event recordings and presentation materials, visit [pge.com/webinars](http://pge.com/webinars).

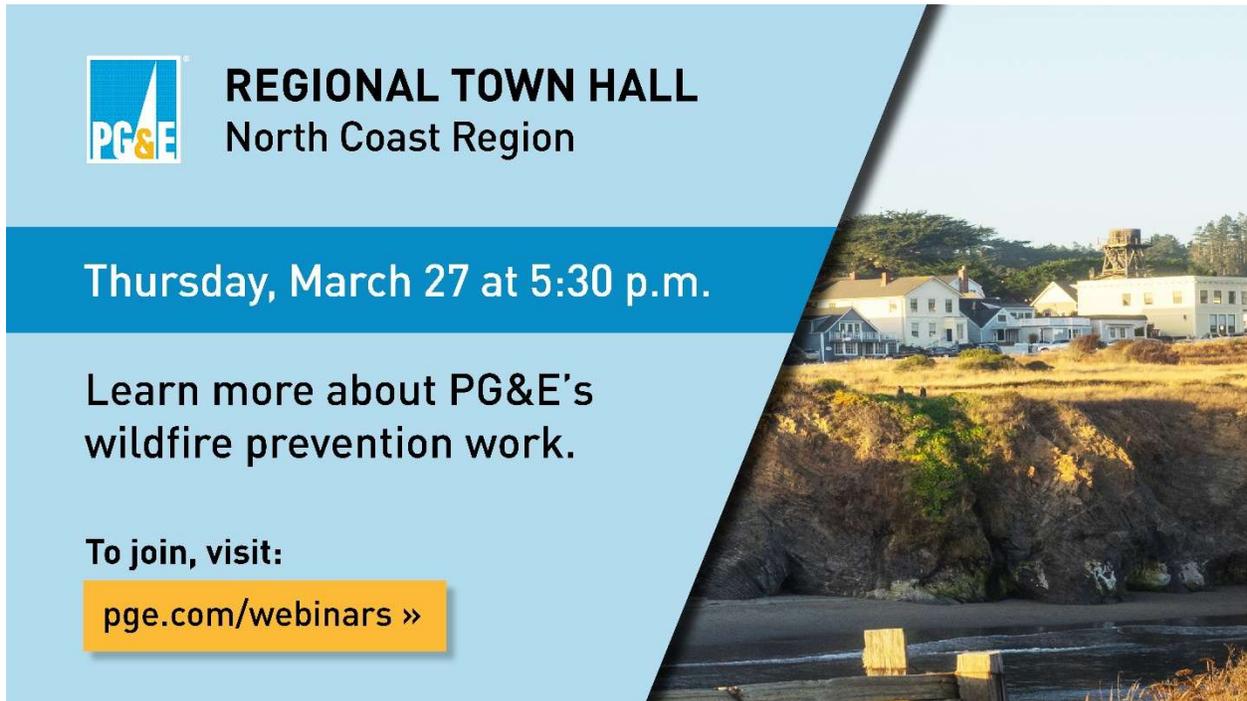
Customers can find opportunities to engage with PG&E representatives in the area by visiting: [pge.com/openlines](http://pge.com/openlines) »

#### **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).



**SOCIAL MEDIA  
FACEBOOK POST**



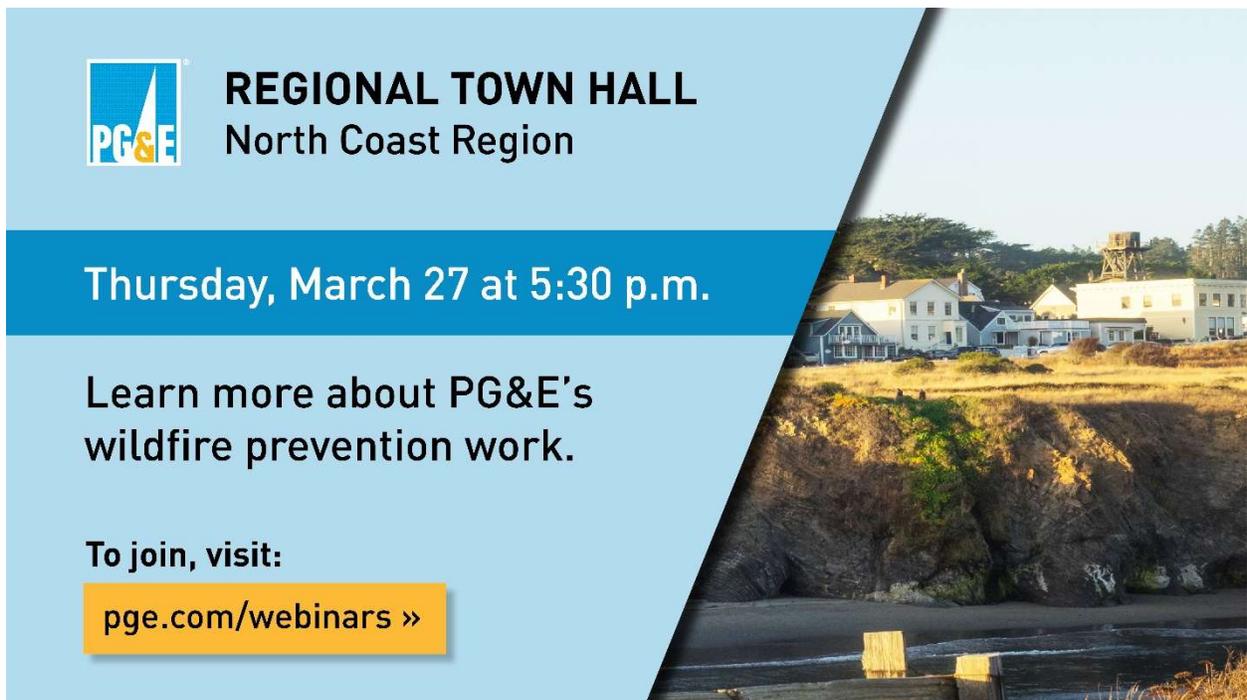
**PG&E** **REGIONAL TOWN HALL**  
North Coast Region

**Thursday, March 27 at 5:30 p.m.**

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

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

**X (TWITTER) POST**



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**NEXTDOOR POST**



**REGIONAL TOWN HALL**  
North Coast Region

**Thursday, March 27 at 5:30 p.m.**

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



**INSTAGRAM POST**



**REGIONAL TOWN HALL**  
North Coast Region

**Thursday, March 27 at 5:30 p.m.**

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[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.

- The webinar is frozen.
- Is there a technological issue? The video is frozen and a wheel keeps spinning on the screen.
- How do you justify making customers pay for these improvements that should have been done with the proceeds of our prior rates, with rate increases instead of paying for it out of your record breaking profits?
- The last big fire was in Sonoma County, in which 4,000 buildings burned down due to your faulty equipment. Why were our rates increased? Don't you have insurance?
- Do you anticipate any rate reductions as CA is the most expensive state in the country? Could we get both of your names and titles please?
- Gavin Newsome has to go! He's bankrupting our state!!
- Thank you, Brian, I appreciate all of the work that you and PG&E are doing to mitigate fire risk. How many miles of above ground power lines does PG&E have in the North Coast region?
- Would you recommend going to propane if possible?
- Who is the best team to call to come to my home to assess wildfire risk and specific home hardening suggestions: my local fire department, PG&E or some other entity?
- Any programs available to customers to reduce costs?
- Thank you, Dave and Brian. Not need for more accurate account.
- What's the best way to fireproof your home?
- Why mow the lawn before 10am?
- As a renter, who is responsible for the landscaping and tree trimming?
- Are the wooden fences that separate every home in my neighborhood a fire hazard? If so, what can be done to maintain the fences?
- Would you encourage getting gas generators?
- With my limited vision, I do believe several trees are too close to the power lines. Are deceased trees removed by whom: the renter or landlord?
- Are landlines necessary?
- Anyway, how do I get solar powered lithium batteries installed without having to install solar panels?
- How will federal government funding cutbacks to the Weather service (NOAA) impact PG&E's ability to predict fire danger?
- No kidding?
- You increased our rates 6x in 2024. You are petitioning to increase our rates to pay dividends. You are the cause of our wildfires and the increases in homeowners' insurance, but you keep paying yourselves bonuses. How are you balancing this with the huge costs that you are passing down to us?
- I called the 800 number, waited about 5 minutes and then had them check to see if I'm on the best rate for my fam. I wasn't. They changed it and I am now paying less than before. Worth calling in to check.

- So, you're just spreading the high rate over the year...that really is not a solution to reduce rates.
- How will PG&E mitigate for fire safety with removal of Scot Dam and Lake Pillsbury?
- I hope PG&E plans to honor their original agreements regarding NEM-1 Solar.
- Is it true that customers can get up to 30% of rates?
- "PG&E has implemented six rate increases for customers in 2024. Here's a breakdown of the increases:
  - January 2024: A significant increase that added about \$35 per month to the average customer's bill.
  - March 2024: An increase of \$4-5 per month.
  - April 2024: Another rate hike (specific amount not provided in the search results).
  - September 2024: An increase of about \$6 per month.
  - October 2024: A rate hike (specific amount not provided in the search results).
  - December 2024: Two additional rate increases approved, one for vegetation management and another for extending the operation of the Diablo Canyon Power Plant.

It's worth noting that there was a temporary 9% decrease in July 2024. However, this decrease was offset by the subsequent rate hikes. According to The Utility Reform Network (TURN), PG&E customers are paying an average of \$50 more per month than they were at the beginning of 2024. These multiple rate increases have significantly impacted customers, with residential utility rates having increased by 54% since 2020. The cumulative effect of these rate hikes has put considerable financial strain on both residential and business customers."

- ...for low income homeowners that is?
- Will the slideshow deck be available separate from the webinar recording?
- I came in late. To see this, I go to [pge.com/webinars](https://pge.com/webinars). Then what do I choose to get this particular webinar?
- I thought gas powered lawn mowers were banned in CA?
- "Maybe executives should not pay themselves bonuses until these issues are solved. PG&E executives have received substantial financial bonuses and compensation in recent years, sparking criticism due to the company's high customer rates and safety concerns. CEO Compensation: PG&E CEO Patricia Poppe earned \$17 million in 2023, including a \$1.4 million salary and \$11.8 million in stock awards. This was an increase of nearly \$3 million from her 2022 compensation of \$14.1 million. Other executives collectively earned millions, with one executive vice president receiving \$5.4 million in 2023. Past Bonuses: In 2021, Poppe earned \$51.2 million, which included a bonus of \$6.6 million. Other executives received a combined \$15 million in bonuses during the same year."
- I couldn't afford electric heat, so I went to propane heating which is way nicer than electric...
- Can you please confirm the total number of undergrounded lines in Solano County? I thought I saw it was around 31 as of last fall, but that page was refreshed on the website and now that data is missing. Thanks!
- Yeah, I just received a 30% rate reduction for being poor?
- Thank you for the presentation!!
- No swimming in the ocean.

- ...or surfing as could be deadly.