

Introduction: What Motivates My Engagement in Wildfire Related Issues Since October 2017

The O'Leary Factor
From out the mouths of children, wisdom **BY LEO ABRAMS**

I was a fourth grader on Oct. 8, 2017, when I was furious with the fire in the yard. Our smoke alarms rang and I ran to my parents. "Fire! Let's get out of here!" We all ran into the car, drove through flames, barely made it out alive and didn't stop till we got to my Auntie's house in Oakland.

Days later, when I learned all my toys and home were gone, it reminded me of the book I read weeks before the fire called *I Survived the Great Chicago Fire, 1871* by Lauren Tarshis. I asked my dad if we were going to rebuild like they did in Chicago. He said yes. I then asked would our house and the others in Santa Rosa be built out of brick like in Chicago? He didn't know.

Then I reread that book, and saw, amazingly, that it was the same date as our fire here in Santa Rosa: Oct. 8. Wow! I also learned that Windy City made big changes. Are we going to wait for another fire here in Sonoma County before we make big changes? I hope not.

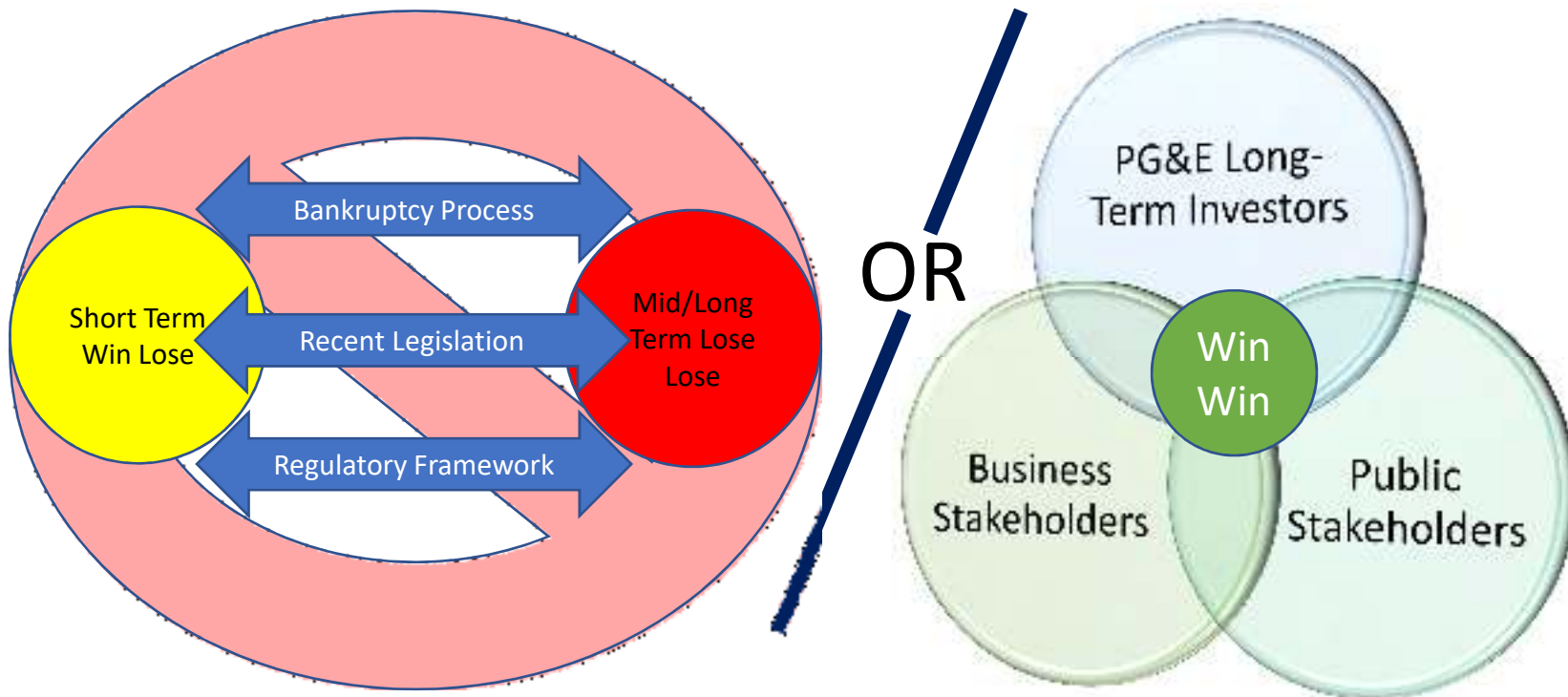
Here is what Chicago did back in 1874:
All future buildings needed to be built out of brick, because insurance companies were going to leave if this wasn't done in all of Chicago. No tar roofs either!
The New Fire Academy was created where O'Leary's infamous ex-knocked over the lantern, so firefighters could learn new techniques.
Businesses and the city of Chicago installed fire alarm systems, so nobody else



Fire survivors Will Abrams and his son Leo, 10, who holds some of the "I Survived" book series by author Lauren Tarshis, in Santa Rosa, California, on Tuesday, October 2, 2018. The Abrams family's experience during the Tubbs Fire, as well as Leo's research into the Great Chicago Fires of 1871 and 1874 featured in the "I Survived" book series, inspired Will Abrams to advocate for stronger fire recovery coordination between government, business, and the private sector. (Alvin Jornada / The Press Democrat)

Critical Inflection Point: Collaborate on Solutions and Performance Outcomes for Mutual Benefit or Compete for Dwindling Financial Resources

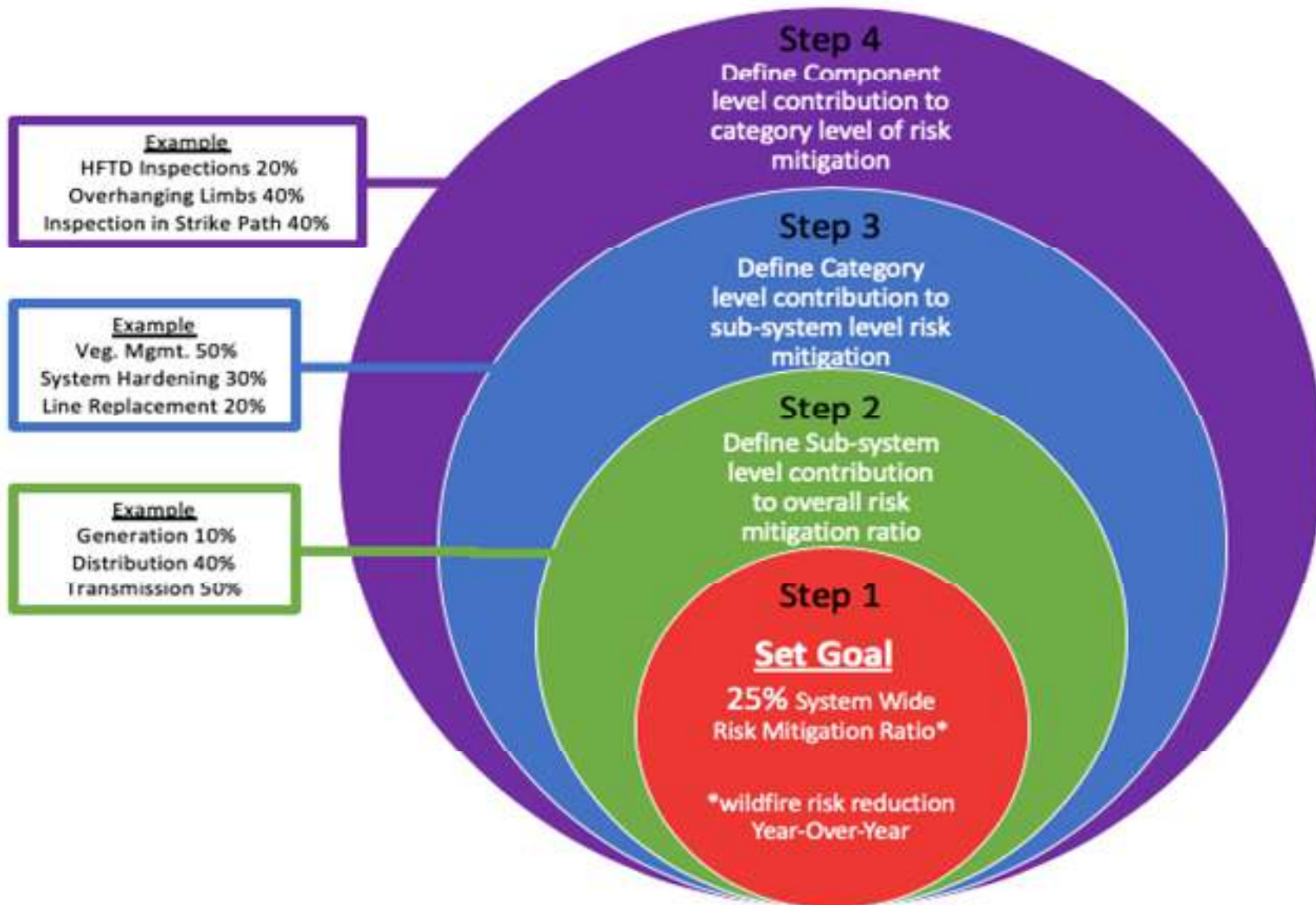
1. Shared Objectives: Market Predictability (consumer rates & investor return), Reduced Risks (financial & safety) Greater Efficiency (streamlined processes, maximize public/private investment)
2. Shared Risk Factors
 - a) External - Climate Change, Economic Uncertainty, Insurance Scarcity
 - b) Internal – Infrastructure, tools and processes not adapted to New Normal (residential building code, utility grid, vegetation/land-management practices, political processes, regulatory framework, etc.)
3. High Propensity for Action: business and resident aligned interests increase political viability



Wildfire Mitigation Governing Principle in my filed comments was reiterated by Governor Newsom and Represented as top priority in Strike Force Report...

“Establish a More Rigorous WMP Process: The WMP requirements should be revised to include a section on long-term fire management and a process to ensure faster compliance with the proposed plan. WMPs should also include specific performance-based risk mitigation metrics that are independently and scientifically verified as well as cost-effective. Further, to hold IOUs accountable, California should consider putting in place an auditing system tied to financial incentives.”

Example: Methodology for Ensuring Measured Risk Reduction Across a System

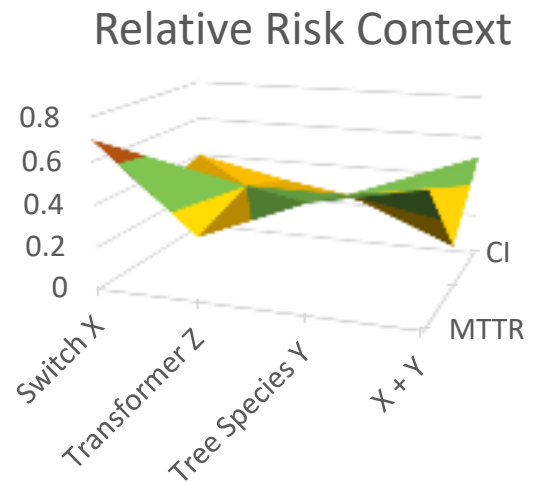


- ✓ TQM Provides interdependent thresholds and levers for effective regulation

Example: standardize reports to inform the development of performance-based metrics

Beaufort Force	Description	Wind (mph)	Wind (km/h)
0	Calm	less than 1	less than 2
1	Light air	1-3	2-5
2	Light breeze	4-7	6-11
3	Gentle breeze	8-12	12-19
4	Moderate breeze	13-18	20-29
5	Fresh breeze	19-24	30-39
6	Strong breeze	25-31	40-50
7	Moderate gale	32-38	51-61
8	Fresh gale	39-46	62-74
9	Strong gale	47-54	75-87
10	Whole gale	55-63	88-101
11	Violent storm	64-72	102-116
12	Hurricane	73+	117+

	Wind Speed (Beaufort Wind Scale)		
	Breeze	Gale	Storm
Switch X	0.23	0.34	0.79
Tree Species Y	0.01	0.02	0.25
Transformer Z	0.3	0.3	0.88
X and Y	+0.11	+0.24	+0.43
X and Z	+0.02	+0.02	+0.02
X, Y and Z	+0.62	+0.65	+0.73



Key

- 1 = High Confidence
- 1 = Medium Confidence
- 1 = Low Confidence
- = High LOE
- = Medium LOE
- = Low LOE

0-0.2 0.2-0.4 0.4-0.6 0.6-0.8

Example: How Return-On-Safety (ROS) can drive Corporate Culture

System Wide Safety QA Metrics	Weight	Quality Measurement	Actual Quality Score
Situational Awareness	5%	66%	
Inspections Distribution	10%	35%	
Inspections Transmission	5%	72%	
Inspections Substations	10%	86%	
Resilience Zones	10%	62%	
PSPS	5%	18%	
System Hardening	20%	27%	
Vegetation Mgmt.	25%	21%	
Public Education	10%	41%	
Overall Wildfire Safety for Utility X	100%	40%	

Quality Attributes for PSPS	Weight	Target Quality Score	Actual Quality Score
Awareness (pre/post test)	30%	98%	60%
Email Open Rate	30%	98%	60%
Click Through Rate	20%	90%	70%
Focus Group	10%	95%	80%
Effective Follow Up	10%	95%	80%
Overall Quality	100%	95.8%	66%

