

PG&E POWER SHUTOFF ECONOMIC IMPACT SURVEY

On October 9, 2019, Sonoma County experienced its ***first significant power shutoff*** by PG&E. The Sonoma County Economic Development Board (EDB) conducted a ***county-wide, multi-industry*** business survey with ***more than 500+ responses*** to measure the shutoff's economic impact.

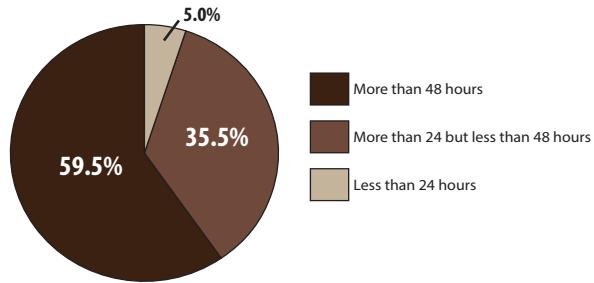


63.2%

of respondents lost power

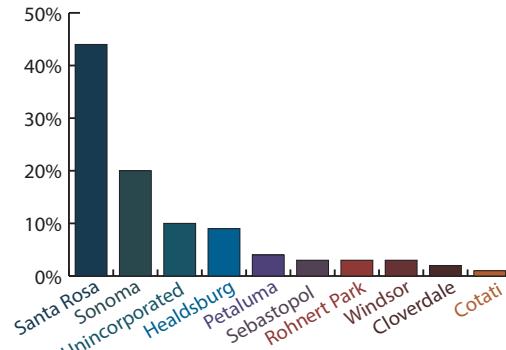
Of these respondents that lost power,
39% of them opened for business.

HOW LONG DID AFFECTED RESPONDENTS LOSE POWER?



Nearly 60% of respondents that lost power did not have power for more than 48 hours.

WHERE ARE RESPONDENTS LOCATED?



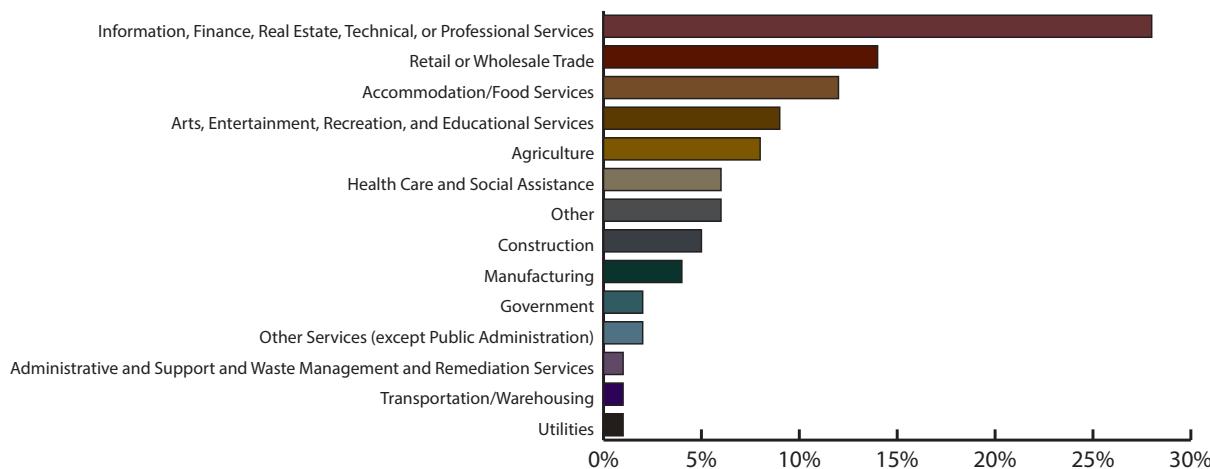
Estimated Lost Economic Output

\$50-70 million*

Preliminary estimates for lost economic output from the power outages on **October 9-11, 2019** for Sonoma County are provided by Moody's Analytics. Estimates are calculated using the reported number of residents without power, daily GDP figure for the county, and industry assumptions.

*Does not include loss in wages

WHAT INDUSTRIES ARE REPRESENTED?



OTHER LOSSES AND CONCERNS

WHAT OTHER LOSSES AND CONCERNS ARE RESPONDENTS DEALING WITH?

- ! *Customers cancelling bookings and reservations before, during, and after the power shutoffs*
- ! *Employees unable to come to work even if businesses are open because schools are closed*
- ! *Declining reputation of businesses in the area and customers losing faith, especially with negative media coverage*

WHAT DO RESPONDENTS BELIEVE WILL HELP MITIGATE PG&E POWER SHUTOFF EVENTS?

shorter shutoff strategic timing green
bury power lines advanced notices energy
more communication clearer maps accurate
affordable generators information
secure cellular/internet service

positive marketing for worried consumers

PREPARING YOUR BUSINESS

Knowing what to do during a power outage at work is key to keeping your employees and customers safe.

Before:

- Take inventory of items that require electricity
- Know how to operate your generator
- Invest in surge protection for equipment
- Have emergency kits for you and your employees

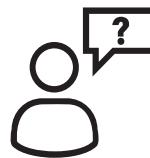
During:

- Report power outage to utility company
- Turn off equipment to prevent damage
- Use MiFi for internet connection
- Keep doors closed on refrigeration equipment

After:

- Confirm power is restored before resuming operations
- Check equipment for damages
- Safely turn off generators
- Record losses

For additional information, visit SonomaEDB.org/BusinessRecoveryTools and sign up for local alerts!



Get more information on financial resources, benefits, & incentives for businesses impacted by power shutoffs!



Moody's
ANALYTICS

