



***Pacific Gas and
Electric Company***[®]

Emergency Communication Annex

to the Company Emergency Response Plan

[GENERAL INSTRUCTIONS: This Annex contains information specific to the LOB/Annex. Information that is consistent across the company is located in the base company plan. Links to the base company plan may be included in the Annex, if needed, and are indicated as hyperlinks in this document. OPTIONAL HEADINGS/SECTIONS ARE NOTED THROUGHOUT.]

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Table of Contents

Table of Contentsi

Document Controliii

 Change Recordiii

 Revision Logiii

 Reference Documentsiii

 Document Prepareriii

 Document Reviewersiv

 Document Owneriv

 Document Approversiv

 Change Request Formv

1 Introduction1-1

 1.1 Purpose1-1

 1.2 Emergency Communications Annex Overview1-1

 1.3 Role of Marketing and Communications During Emergency Preparedness and Response1-1

 1.4 Annex Maintenance1-2

2 Emergency Organization and Responsibilities2-1

 2.1 Emergency Facilities2-1

 2.1.1 Primary and Alternate Positions2-1

 2.2 PIO Emergency Communications Organizational Structure2-2

 2.3 PIO Roles During an EOC Activation2-3

 2.3.1 Call-Out Procedures2-3

3 Concept of Operations3-1

 3.1 Emergency Communications Strategy Development3-1

 3.2 Readiness3-3

 3.3 Readiness Expectations3-3

4 Coordination and Communication4-1

 4.1 Thresholds for Regulatory Reporting4-1

 4.2 Electric Incident Reporting Policy4-1

 4.3 Gas Incident Reporting Policy4-2

 4.4 Generating Station Incident Reporting Policy4-2

Training and Exercises4-1

After-Action Reports4-1

5 Appendices5-1

List of Figures

FIGURE 2-1: EMERGENCY COMMUNICATIONS STRUCTURE2-2

List of Tables

TABLE 2-1: PIO ROLES AND RESPONSIBILITIES2-3
TABLE 2-2: BUSINESS CONTINUITY REPORTING FOR DUTY PROCESS2-4
TABLE 3-1: COMMUNICATION STRATEGY DEVELOPMENT3-1

Document Control

██████████ maintains this Emergency Communication Annex. This section records the revisions made to the Emergency Communication Annex, the responsible persons for its preparation, maintenance, review, updates, and signature authorities for approval.

Change Record

The following table is used to record all changes made to the plan. It describes the revisions made, the locations of the revisions, the names of the persons responsible for the revisions, and the dates of revisions:

| Section(s) Affected | Change | Date |
|---|--|---------|
| 1.2 Emergency Communications Annex Overview | BOAK: I clarified the static nature of the document and added a note about teams developing incident-specific responses. | 5/20/24 |
| 2.1 Emergency Facilities | Confirmed remote locations, including field locations and home offices, as primary operations locations | 5/20/24 |
| 2.1.1.1 On-Call Teams | Clarified the on-call schedule and expectations, added availability of MiFi devices for power interruptions | 5/20/24 |
| | | |

Revision Log

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Reference Documents

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| EMER-3001M | Company Emergency Response Plan (CERP) |

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Change Request Form

To request changes, corrections, or additions to this *Annex*, the [Company Emergency Response Plan \(CERP\)](#) (EMER-3001M), or other associated annexes, submit a request through the [online change request here](#).

Proposed changes are significant when they affect the emergency organizational structure, critical operations, key facilities, or plan execution. The information will be published in a Bulletin to the *CERP* or *Annex*. Minor changes will be saved and addressed during the next document update.

Once a Bulletin is communicated, a copy will be placed under the respective annex in the Guidance Document Library (GDL) and included as content in the next *Emergency Communications Annex* update.

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1 Introduction

1.1 Purpose

The Emergency Communications Annex aims to provide a high-level overview of Pacific Gas and Electric Company (PG&E) actions and strategies regarding communications activities during any emergency.

PG&E aims to provide customers with safe, reliable, affordable, and clean commodities (natural gas and electricity) every day. PG&E is constantly working to safeguard and improve its natural gas and electric systems, minimize the risk of service interruptions, and develop processes to ensure the safe, prompt, and efficient restoration of services.

To support that goal, PG&E has developed a *Company Emergency Response Plan (CERP)* to provide staff with safe, efficient, and coordinated response strategies to emergency incidents within the PG&E service territory. This document serves as an annex to the *CERP*.

1.2 Emergency Communications Annex Overview

This Annex provides a high-level overview of the role of the Communications department during emergencies, its governing structure, and key expectations, policies, and requirements for performance. This document works in concert with other documents and sites, such as:

- Event/Incident-specific playbooks, such as our PSPS Playbook and Storm Response Playbook, are housed on Marketing & Communications AfterHours/EOC Sharepoint.
- The "Book of All Knowledge" (BOAK) was created by the Marketing and Communications, Public Affairs, and Customer Care departments. It is a comprehensive plan outlining the Marketing and Communications processes for managing business disruptions and providing initial talking points for various incidents. This document is meant to be a starting reference and remains static, with the understanding that updates may not be regularly incorporated. The on-call teams will develop incident-specific responses and actions for each incident as needed.
- A business continuity plan, detailed planning and process information, and pre-approved content for staff to update as appropriate during or following an emergency or catastrophic event that severely impacts company operations.

1.3 Role of Marketing and Communications During Emergency Preparedness and Response

The Marketing and Communications/Public Information Officer (PIO) team is responsible for developing and distributing timely, accurate, and consistent emergency communications to employees, media, and customers through various internal and external channels. The PIO team supports Company efforts to safely secure and restore communities following emergency and catastrophic events by:

- Providing strategic communications counsel to the Emergency Operations Center (EOC) Commander.
- Preparing and obtaining approval of messages for media, employees, customers, government, and regulatory officials, both at the outset—and for the duration of—an incident. These messages provide timely, accurate, relevant, comprehensive, and consistent information related to PG&E’s activities and restoration efforts
- Ensuring plans and processes for all communication channels are current and efficient.
- Identifying and collaborating work with key stakeholders in operations and other functional areas where there is an interdependency for information and/or execution of emergency communications, ensuring they thoroughly understand their role in the emergency communications plan.

1.4 Annex Maintenance

PG&E’s Emergency Preparedness and Response (EP&R) department is responsible for developing, updating, and maintaining the *CERP* and its Annexes in collaboration with the subject matter experts from the responsible lines of business. Please refer to section 1.6 (Plan Maintenance) of the [Company Emergency Response Plan \(CERP\) \(EMER-3001M\)](#) for information regarding document approval, revision, and periodic maintenance. After approval, the *CERP* and its Annexes are published in PG&E’s [Guidance Document Library \(GDL\)](#).

2 Emergency Organization and Responsibilities

2.1 Emergency Facilities

When the Emergency Operations Center (EOC) is activated, the Marketing and Communications/Public Information Officer Section will, by default, conduct its primary operations from that location, the Emergency Operations Center (EOC), located at the [REDACTED]. If that facility is unavailable, the PIO Section will report to the alternative EOC chosen by EP&R. As appropriate or as directed by leadership, the PIO Section will also send delegates to Regional Operating Centers (RECs), Operations Emergency Centers (OECs) or Incident Command Posts (ICPs) to support company emergencies. Primary operations, including field locations and home offices, can also be conducted remotely.

2.1.1 Primary and Alternate Positions

2.1.1.1 On-Call Teams

16 teams (two teams each for Alpha, Bravo, Charlie, Delta, Echo, Foxtrot, Golf, and Hotel) provide on-call emergency communications support after hours, including holidays, weekends, and between 1730 and 0830 during weeknights. On-call shifts are one week long and rotate between teams every Monday. Weekend hours begin Friday in 1730 through Monday at 0830.

On-call expectations:

- Stay fit for duty.
- Have your laptop with you (and be sure you have remote access with Virtual Private Network (VPN) or Citrix).
- Know (or have ready access to) the list of on-call Marketing and Communications personnel on your team.
- Have Outage Management Tool (OMT) access on your laptop and phone.
- Keep your PG&E cell phone charged with the ringer on
- Be able to report to an emergency center within 2-4 hours if contacted.
- Have a company-issued MiFi device charged and available for use in case of power interruptions to aid business continuity.

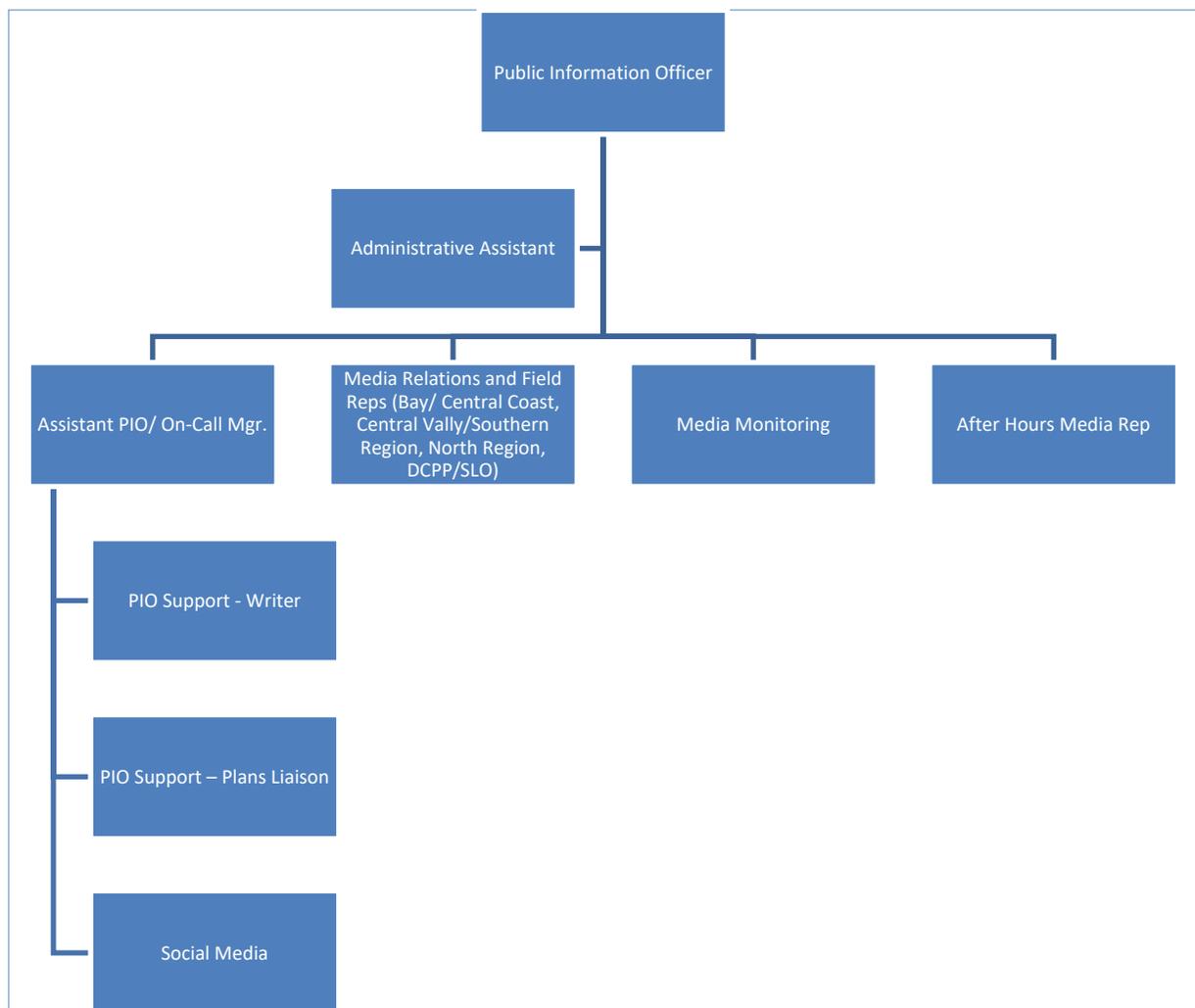
If a catastrophic event occurs, the current on-call team (a.k.a. "Lead shift") is expected to report to the EOC immediately. The "reserve shift" is expected to take over after the first operational period. For example, if Charlie's team is on-call when the EOC is activated after-hours for a catastrophic event, they are expected to report to the EOC within one hour. Delta team is expected to come in as the second shift to relieve the Charlie team after the first operational period (shifts typically run 12 hours, and

operational periods run 24 hours unless otherwise instructed by the EOC Commander). Personnel are expected to follow the direction of the EOC Commander and PIO concerning in-person or remote staffing. The following are brief descriptions of the PIO on-call team and roles. More detailed jobaids for these roles can be found in the Appendix.

2.2 PIO Emergency Communications Organizational Structure

Figure 2-1 Shows the typical structure of the Communications section during an emergency operations center activation.

Figure 2-1: Emergency Communications Structure



2.3 PIO Roles During an EOC Activation

Table 2-1: PIO Roles and Responsibilities

| Role | Responsibilities |
|---|--|
| Public Information Officer (PIO) | Responsible for overall leadership of the PIO Section, their scope of deliverables, and the quality, timeliness, and safety of their performance. Provides strategic communications counsel to the EOC Commander. Oversees the development and distribution of timely, accurate, and consistent communications approved by the EOC Commander to ensure the company speaks with “One Voice” during an emergency. Keeps Chief Communications Officer (VP, Marketing & Communications) in the loop for strategy and progress of response. |
| Assistant PIO / On-Call Manager | Provides tactical, logistical, and staff support to ensure timely communication and approval management. Steps in to represent and/or assume the duties of the PIO in meetings as needed. |
| PIO-Support Lead Writer | Oversees the development of approved news releases, talking points, Currents stories, executive communications, and various employee communications. As needed, reviews/approves other sections' written deliverables, such as outbound call scripts for customers, on-hold messages for the contact center, employee communications from HR, etc. |
| Social Media Lead | Provides strategic guidance and oversees the execution of social media activity. This includes branded hubs on Twitter, Facebook, and Instagram and content placed/paid for on local social hubs like NextDoor. |
| PIO Support - Planning and Intelligence (P&I) Liaison | Works with the Plans Section in the EOC to collect information, escalate issues, and follow through on data requests from PIO staff. |
| Media Reps: Bay/Coast | <p>While not technically EOC staff, these individuals are expected to report to the local emergency center or key field location(s) to provide onsite media relations support and check in with the operations supervisor on scene.</p> <p>Generally speaking, media reps will have a regional area of coverage/focus that is aligned with PG&E's Regional Service Model: North Coast, North Valley, Bay Area, Central Valley, and South Bay/Central Coast.</p> |

2.3.1 Call-Out Procedures

Table 2-2: Business Continuity Reporting for Duty Process

| | |
|-------------------------|--|
| Name of Process: | Business Continuity Reporting for Duty |
| Process Owner: | Marketing and Communications Emergency Management Team |

| | |
|------------------------------|--|
| Process Purpose: | This process describes how on-call Public Information Officer staff should report for duty during an emergency event. |
| Process Scope: | This process includes reporting for duty in person or remotely. It applies to all time periods, whether during regular business hours, after-hours, weekends, or holidays. |
| Process Input: | A serious event or incident has occurred in which the EOC or local emergency center has been activated, or there is an expectation that one will soon be. |
| Process Boundaries: | This process is to be used in all situations in which emergency communications are expected; in particular, it contemplates scenarios involving natural disasters, in which it is important first to confirm that staff are safe and able to report for duty. |
| Process Requirements: | <ol style="list-style-type: none"> 1. An emergency has occurred. 2. Staff contact information. 3. Ability to contact staff via phone, email, text message. |
| Process Flow: | <ol style="list-style-type: none"> 1. An event has occurred—typically either Catastrophic, Severe, or Serious involving a natural disaster—with potential disruption to communications systems. 2. PIO team to determine: <ul style="list-style-type: none"> • Am I safe? Is my family safe? • Is my home safe? • If yes to these questions, notify the immediate supervisor via phone, text, and email. If the supervisor does not hear from staff members within one hour, they should initiate this contact: <ul style="list-style-type: none"> ○ Confirm whether it is okay or not. ○ If on-call, confirm they can report for duty ○ If expected and able, confirm they are going to a PG&E emergency facility (primary or secondary emergency reporting location or another PG&E facility that is safe) ○ SAMPLE: OKAY, REPORTING IN, LOCATION: XXXX • If no to these questions, stay safe and keep lines of communication open. 3. Supervisor to respond to confirmation of text or email and inform whether to report in: <ul style="list-style-type: none"> • If there is no response from the supervisor within 30 minutes, report to your Director. 4. Director to respond to confirmation of text or email: <ul style="list-style-type: none"> • If there is no response from the director within 30 minutes, then report to Senior Directors 5. Senior Directors confirm receipt of text or email: <ul style="list-style-type: none"> • Determine if PIO staff needs to report to their geographic primary or backup location regardless of whether they are on-call. <p>Note: If company systems are down, contact your supervisor via personal email, cell phone, or text message. In a complete tech-down situation, follow tech-down</p> |

| | |
|---|--|
| | <p>processes.</p> <ol style="list-style-type: none"> 6. All levels of management are to send an email to the on-call manager confirming the status of their team members within one hour of the start of the incident. The on-call manager maintains the official record of the status and safety of department members until all are accounted for. If the on-call manager is unreachable or needs to travel to an emergency site, they are responsible for delegating that responsibility to another on-call team member. |
| Process Output: | <ol style="list-style-type: none"> 1. List of employees that have reported in by the first hour (accounted and unaccounted) 2. Employee safety and location 3. Available communication channels |
| Exceptions to Normal Process Flow: | Refer to assumption #2 regarding internet and cellphone access. |
| Control Points and Measurements: | Understanding of how employees should report that they are alive and can report in for duty following a catastrophic event |
| Related Processes: | <ol style="list-style-type: none"> 1. Business Continuity Plan 2. Emergency Event Notification 3. Staff Activation |

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3 Concept of Operations

Emergency Communications Strategy is developed by the Public Information Officer, in collaboration with the Customer Strategy Officer and Liaison Officer. The Incident Commander is the approving authority for strategy and all communications materials.

3.1 Emergency Communications Strategy Development

Table 3-1: Communication Strategy Development

| | |
|------------------------------|---|
| Name of Process: | Emergency Communications Strategy Development |
| Process Owner: | Marketing and Communications Emergency Management Team |
| Process Purpose: | This process describes how the emergency communications strategy is developed during an emergency event by the Public Information Officer (PIO), Customer Strategy Officer (CSO) and Liaison Officer (LNO). |
| Process Scope: | The scope includes developing an emergency communications strategy during an event. |
| Process Input: | <p>The following need to be defined:</p> <ul style="list-style-type: none"> • Strategic objectives: proactive, timely, relevant, thorough, accurate • Stakeholders • Current perception of public safety, restoration progress, overall response efforts • Specific messages • Communication channels, schedule and frequency • Reporting and metrics • Next steps (if needed) |
| Process Boundaries: | This process begins when the IC activates the EOC and ends when PIO Section has delivered its initial Objectives for the event/incident. |
| Process Requirements: | <ol style="list-style-type: none"> 1. Updated event information and impacts (public safety, outages, other customer impacts, status of PG&E assets and personnel) 2. Restoration status if any |

| | |
|--|--|
| <p>Process Flow:</p> | <ol style="list-style-type: none"> 1. PIO and APIOs review event-specific material from BOAK, playbooks or past event materials upon notification of incident. 2. IC, Ops and Logistics provide updated information and impacts of the event during the initial command staff briefing. 3. PIO and APIOs provide briefing to on-call PIO staff regarding event and impacts, immediate needs, tasks to be completed and deadlines. <i>The following are defined:</i> <ol style="list-style-type: none"> a. Stakeholders b. Current perception of public safety, restoration progress and overall response efforts c. Assigned tasks and communication channels to be used d. Input from Operations and latest Estimated Time of Restoration (ETOR) if any e. Insight from customers and governmental agencies f. Anticipated issues or concerns g. PIO and APIOs meet with Customer Strategy and Liaison Officers for additional strategy twice daily (once before Command Staff meeting and once before end of the day to assess and refine objectives and strategies). h. PIO consults with Chief Communications Officer, as needed, to secure input on strategy and expected near-term deliverables 4. PIO shares objectives and strategies with PIO team. 5. IC and Deputy IC review and approve final materials. <p>Process ends. Continue to <i>Data Gathering and Content Creation/Approval</i> process.</p> |
| <p>Process Output:</p> | <p>Communications strategy and communications approach.</p> |
| <p>Exceptions to Normal Process Flow:</p> | <ol style="list-style-type: none"> 1. If PIO and APIOs are unable to reach an on-call staff or key EOC resource, then PIO and APIOs would reassign roles and review contacts. 2. "Tech Down" situation could impact staff notification, materials development, etc. |
| <p>Control Points and Measurements:</p> | <ol style="list-style-type: none"> 1. Number of materials developed. 2. Number of tactics deployed. |
| <p>Related Processes:</p> | <ol style="list-style-type: none"> 1. On-Call Staff Activation 2. Content Dissemination Internal and External <p>Resources:</p> <ol style="list-style-type: none"> 1. Emergency Communications Team Meeting Agenda 2. Emergency Communications Timeline 3. Emergency Communications Information and Content Checklist 4. Emergency Communications Messaging Overview and Strategy Tools |

3.2 Readiness

PG&E employees are essential to major earthquake/disaster recovery and are expected to support restoration efforts if called upon. Customers rely on us to be ready to restore service immediately following a catastrophic incident or major disaster, even one of major proportions.

Since PG&E cannot predict the number of employees needed, or the duration of the response to a catastrophic incident or major disaster, it is important for every employee to be available for work as soon as the “All Clear” is communicated.

Employees are expected to report for assigned duties before, during and after a catastrophic incident or major disaster based on business unit specific guidance.

Any employee who fails to report for duty as assigned without communicating special circumstances will be subject to disciplinary action, up to and including termination. Each situation will be handled on a case-by-case basis.

3.3 Readiness Expectations

The Business Continuity Reporting for Duty process is to be used during or following a catastrophic incident, such as an earthquake, tsunami or major disaster that disables communication systems (refer to Tech Down processes).

Personal assessment and checklist:

- Am I safe? Are my family members and loved ones safe?
- Is my home impacted? Do I need to evacuate?
- Report to supervisor within 30 minutes of incident or when able to safely do so
- Grab your emergency go-bag
 - Be safe in transit Important and helpful materials:
 - Marketing and Communications Staff Roster (Emergency contact included)
 - Marketing and Communications Designated Reporting Locations (In the case where staff are unable to report to the Emergency Operations Center in Vacaville during or following a catastrophic event)

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4 Coordination and Communication

The PIO team develops messaging/content based on updated event information in coordination with CSO and LNO after command staff meeting, and with the input of data and information provided by Plans section.

1. PIO shares messaging with IC for approval
2. IC approves or edits messaging
3. Approved – continue to next step
4. Make edits – return to step 1 until IC approves
5. If IC-directed changes/edits to Talking Points are not processed during a shift (i.e., new Talking Points are not distributed with the changes/edits), then the Deputy PIO will provide specific direction in his/her transition note and during the transition call to ensure that the incoming PIO EOC team is aware of and will process these edits into the next set of Talking Points.
6. PIO and APIOs share approved messaging with following entities:
 - PIO, CSO, and LNO teams and On-Duty CSO Staff, On-Duty LO Staff
 - Incident Commander,
 - Senior Leadership (at the discretion of the Chief Communications Officer)
 - Marketing & Communications All Employees
7. The PIO team shares messages via various communication channels (e.g., phone calls to reporters, social media content, employee notes, PG&E Currents, etc.)

Repeat Data Gathering and Content Creation/Approval, Strategy Development processes as event information is updated.

4.1 Thresholds for Regulatory Reporting

PG&E maintains two incident reporting lines to ensure compliance with Regulatory Reporting rules. Guidelines for reporting policies are outlined below.

Electric Incident Reporting Line: [REDACTED]

Gas Dispatch: [REDACTED]

4.2 Electric Incident Reporting Policy

If the utility receives calls from five separate media outlets (includes television, radio, print, online and wire services) within four hours of an electric incident that suggests PG&E facilities may be involved in the incident, and/or there exists a reasonable expectation that an event will garner significant media coverage because of one or more unique circumstances, excluding storms, the External Communications department will notify the Electric Incident On-Call Representative, who in turn will decide whether to notify the California Public Utilities Commission (CPUC).

The Electric Incident On-Call Representative will also be contacted if, during normal business hours, the utility's media monitoring personnel capture five internet stories on

media outlet web sites within 12 hours of an electric incident. (A media outlet web site includes any website operated by a television, radio, print or online media company.)

In addition to the five media calls requirement, the Electric Incident On-Call Representative will be contacted anytime a media interview is conducted on-site at an event, or anytime there is a television camera on-site during an electric incident in the Bay Area media market. (The Bay Area media market includes San Francisco, San Mateo, Santa Clara, Alameda, Contra Costa, Marin, Napa, and Sonoma counties.)

4.3 Gas Incident Reporting Policy

If the utility receives calls from five separate media outlets within four hours of a gas incident, and/or there exists a reasonable expectation that an event will garner significant media coverage because of one or more unique circumstances, the External Communications department will notify Gas Dispatch , who in turn will decide whether to notify the CPUC.

In addition to the five media calls requirement, the Gas Dispatch will be contacted anytime a media interview is conducted on-site at an event or anytime a television camera is on-site during a gas incident in the Bay Area or greater Sacramento/Stockton area.

4.4 Generating Station Incident Reporting Policy

If the utility receives one media call regarding a generating station incident, excluding nuclear and hydro facilities, then the Electric Incident On-Call Representative will be contacted.

Training and Exercises

PG&E supports various trainings and exercises throughout the year. PG&E trains its employees on emergency preparedness and response principles and the *CERP*. Training is offered via several formats, including on the job, tailboards, web-based training (WBT) and instructor-led training (ILTs) courses, and simulated emergency exercises. For additional information, refer to Section 3.6.1 of the *CERP*.

In accordance with CPUC Regulation, EP&R ensures that the *CERP* is exercised annually, while each line of business is responsible for ensuring that the functional and hazard-specific Annexes to the *CERP* are exercised annually. Both the *CERP* and Annex exercises are based on emergency management program priorities and test the specific operational components included in the *CERP* and Annexes. Exercises are conducted in tabletop, functional and full-scale formats, with the format being selected based on the capabilities and objectives identified.

PG&E's Emergency Preparedness and Response (EP&R) Strategy and Execution Training Division is responsible for developing and executing a comprehensive training program that aligns with the National Incident Management System (NIMS), Standardized Emergency Management System (SEMS) and Incident Command System (ICS). ICS principles are used extensively during PG&E's emergency preparedness and response efforts. ICS training courses are updated regularly and available to all emergency and coordination center personnel. PG&E requires all EOC personnel to complete a four-phase training plan. For additional information regarding training, see section 3.6.1 in the *Company Emergency Response Plan (CERP)* ([EMER-3001M](#)).

PG&E's Emergency Preparedness and Response Strategy and Execution Exercise Team plans, coordinates, and conducts the following types of Emergency Preparedness Exercises:

- Tabletop Exercise (TTX)
- Functional Exercise (FE)
- Full Scale Exercise (FSE)

All exercises are designed and executed in accordance with Homeland Security Exercise and Evaluation Program (HSEEP) methodology, the California Standardized Emergency Management System (SEMS), the National Incident Management System (NIMS), and the PG&E EP&R S&E Multi-Year Training and Exercise Plan (MYTEP). The conduct of emergency preparedness exercises also fulfills a key component of compliance with CPUC GO 166, specifically Standard 3, parts a and b.

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After-Action Reports

After-Action Reports (AAR) summarize key information related to activation response and recovery activities. In accordance with Section 3.5.3 of the *CERP*, PG&E conducts an After-Action Review with responding incident leadership to identify strengths and opportunities for improvement. The responsible emergency management organization solicits and analyzes feedback from key leaders who supported the activation and prepare a draft AAR.

The AAR includes an Improvement Plan with recommended corrective actions, which may be used to enhance existing procedures and planning future emergency response exercises. Corrective Action deemed significant (or which remain pending) may be submitted into the Corrective Action Program (CAP). CAP entries are assigned ownership from the responsible line of business that are actively tracked and evaluated to ensure completion.

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5 Appendices

Appendix A, Acronyms

Appendix B, Contact / Notification Lists

Appendix C, Tools, Job Aids, Training Aids, and Other Reference Materials

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Appendix A. Acronyms

| Acronym | Definition |
|---------|---|
| AAR | After Action Report |
| APIO | Assistant Public Information Officer |
| BOAK | Book of All Knowledge |
| CAP | Corrective Action Program |
| CERP | Company Emergency Response Plan |
| CPUC | California Public Utilities Commission |
| CSO | Customer Safety Officer |
| DCPP | Diablo Canyon Power Plant |
| EOC | Emergency Operations Center |
| EP&R | Emergency Preparedness and Response |
| ETOR | Estimate Time of Restoration |
| FE | Functional Exercise |
| FSE | Full Scale Exercise |
| GDL | Guidance Document Library |
| HSEEP | Homeland Security Exercise and Evaluation Program |
| IC | Incident Commander |
| ICS | Incident Command System |
| ILT | Instructor Led Training |
| IVR | Interactive Voice Response |
| LO | Liaison Officer |
| MYTEP | Multi-Year Training and Exercise Plan |
| NIMS | National Incident Management System |
| OMT | Outage Management Tool |
| PG&E | Pacific Gas and Electric Company |
| P&I | Planning and Intelligence |
| PIO | Public Information Officer |
| SEMS | Standardized Emergency Management System |
| TTX | Tabletop Exercise |
| VPN | Virtual Private Network |
| WBT | Web Based Training |

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Appendix B. Contact / Notification Lists

Emergency response personnel contact lists are currently maintained by Emergency Communications staff on SharePoint. Contact [REDACTED] for more information.

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Appendix C. Tools, Job Aids, Training Aids, and Other Reference Materials

Refer to BOAK for all Job Aids.

C.1 Emergency Center Activation Checklists

C.2 Emergency Center Primary and Alternate Location

C.3 Conference Call Agendas for Activation

C.4 Intelligence Summary Template and Instructions

C.5 After Action Report Template and Instructions

C.6 Outage Management Tool

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