



PSPS (Public Safety Power Shutoff) Communications Playbook

Last Updated 4/24/2025

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Record of Change

Date	Location of Change	Description of Change	Change Made By	Change Approved By
5/9/2024	PG 13, PG 14	Notation of requirement to retain notification records for a min of 1 year	L. Kiolbasa	Regulatory Liaison
5/9/2024	PG 31, 32	Notation of requirement to retain community records electronically.	L. Kiolbasa	Regulatory Liaison
1/24/2025	PG 30	Add the requirement for Liberty to notify customers of imminent PSPS within 1-to-4-hours of the PSPS de-energization.	L. Kiolbasa	Communications
4/11/2025	PG 37	Add Stage 2.c Imminent PSPS within 4 hours	L. Kiolbasa	Communications
4/11/2025	Throughout	Move the responsibility for Public Safety Partner notifications to the Key Accounts Liaison.	L. Kiolbasa	Customer Solutions
6/23/2025	Throughout	Align titles in the Playbook with ICS titles	L. Kiolbasa	Incident Commander

Record of Distribution

Date	Organization/Agency/Jurisdiction	POC Email

Plan Overview

Plan Organization

The Liberty Public Safety Power Shutoff (PSPS) Playbook is divided into four major sections.

- **Event Communications** – This section includes the steps to take within each stage (as determined by the CPUC and Cal OES) of a PSPS event and what to do when power is restored to impacted areas. Additional direction is included for NV Energy-related PSOM events.

CAL OES PSPS STAGES			NVE PSOM STAGES
STAGE 1 Activating PSPS Protocols / Potential to De-energize	72-48 Hours	IOU is considering a PSPS event due to incoming weather	MONITOR
STAGE 2 Decision to De-energize	Stage 2a, 48-24 hours Stage 2b, Within 24 hours Stage 2c, 4-1 hour	IOU determines it will shut off power to some or all areas considered in the PSPS event	WATCH
STAGE 3 (TIME OF DE-ENERGIZATION) De-energization Initiated	Imminent Re-energization	IOU begins process of shutting off power to areas determined in prior notifications/stages	INITIATED
STAGE 4 Re-energization Initiated	Re-energization	IOU determines that the weather event has subsided and begins to assess power lines for re-energization	INITIATED
STAGE 5 Event Concluded	All Clear	IOU re-energizes all lines shut off due to PSPS event or no lines were shut off and the period of concern has passed	CONCLUDED

- **General Education** – This section includes the steps to take throughout the year to educate key audiences (customers, stakeholders, media, and employees) on Liberty's PSPS protocol, including factors taken into consideration to determine if a PSPS is warranted, distribution of event communications and potential timeline of events.

- **Resources** – This section includes communications templates, checklists, and reference materials. The documents within the 'Resources' section can be clicked on through hyperlinks as they are referenced in the plan.

- **Protocols** – This section includes additional Liberty protocols.

Plan Instructions

Liberty will keep a copy of this plan at the office and offsite in electronic and paper format. It is the responsibility of the Emergency Manager to provide a copy of the plan to each team member and other essential individuals for use in the event of a PSPS. It is also the responsibility of the Emergency Manager to guarantee the plan is kept up to date, and team members have read the plan and understand its contents.

Plan Review

The Emergency Manager will review this plan on an annual basis to check that:

- Contact information lists are current.
- New California Public Utilities Commission (CPUC) requirements or identified risks are assessed and included.
- Changes to company communications policies, practices or procedures are up to date.

Roles and Responsibilities

The PSPS Team consists of individuals from the communications, wildfire mitigation, customer solutions, operations, and customer care teams. *If extensive damage occurs during a PSPS event, Logistics and Finance representatives will be added to the PSPS Team.*

Incident Commander

oversees Liberty's PSPS response and shares timely information with the Wildfire Mitigation Team. Additional responsibilities include:

- Communication with the operations team and PSPS Steering Committee
- Primary spokesperson for on-the-record media interview

Regulatory Liaison

oversees communications and notifications to the CPUC during the de-energization event. Additional responsibilities include:

- Coordination with the PSPS Team, Incident Commander and Public Safety Partner Liaison

PIO, Program Manager, Regional Communications

oversees communications and notifications to customers, media, and the public during the de-energization event. Additional responsibilities include:

- Coordination with the PSPS Team, Incident Commander and Public Information Officer

Public Safety Partner Liaison

oversees notification of public safety partners, first responders, critical facilities, and elected officials during the de-energization event. Additional responsibilities include:

- Reporting back questions or concerns to Incident Commander and Public Information Officer
- Maintaining distribution lists
- Alternative spokesperson for on-the-record media interviews

PIO

Oversight of PSPS communications. Additional responsibilities include:

- Final approval and distribution to appropriate staff on external/internal information
- Communication with Liberty corporate leadership
- Documentation of communications efforts for CPUC-required report.
- Coordination of support from Manager, Customer Care and Administrative Officer, and coordination with Public Safety Partner Liaison and Emergency Manager of dissemination of information
- Alternative spokesperson for on-the-record media interviews

PIO, Digital Communications

directly supports the Manager, Regional Communications and will oversee social media and web maintenance during the de-energization event. Additional responsibilities include:

- Reporting questions or concerns to Public Information Officer

Emergency Services Coordinator

directly supports the Incident Commander and will support Community Resource Centers (CRCs) during the de-energization event. Additional responsibilities include:

- Reporting questions or concerns to Incident Commander, Senior Manager, Wildfire Prevention and Public Information Officer, and Community Outreach Team

Operations Section Chief

oversees operation response to the de-energization event. Additional responsibilities include:

- Reporting back questions and concerns to the Incident Commander, Senior Manager, Wildfire Prevention and Public Information Officer

Operations, GIS

directly supports the Operations Manager in identifying the outage footprint. Additional responsibilities include:

- Development of public safety partner portal
- Creation of outage maps
- Creation of customer outage lists

Operations, Customer Care

directly supports the Manager, Regional Communications and updates customer care on communications and notifications. Additional responsibilities include:

- Coordination with HR (Human Resources), Manager, Regional Communications and Public Information Officer
- Coordination of individual contact to Medical Baseline customers and documentation

Key Accounts Liaison

Has oversight of communications and notifications to key customers including local government leaders, top commercial customers, school and hospital leadership and Chambers of Commerce. Additional responsibilities include:

- Determine need for external meetings through collaboration with the Emergency Manager
- Communication to appropriate groups
- Notification of public safety partners, first responders, critical facilities, and elected officials during the de-energization event

Key Accounts, Manager III - Electric, Business and Community Development

directly supports Key Accounts with communications and notifications. Additional responsibilities include:

- Setting up community update meetings
- Communication to appropriate groups

AFN Liaison

Has oversight of communications and notifications to sensitive and key customers and community-based organizations (CBOs). Directly supports Communications and Customer Care teams with communications and notifications to Medical Baseline customers and AFN customers. Also communicates directly with Community Based Organizations (CBOs). Additional responsibilities include:

- Communication to appropriate groups
- Supporting CRC (Community Resource Center) activation and coordination

Director, Electric Control and Dispatch

oversees the identification of impacted customers and circuits. Additional responsibilities include:

- Development of impacted customer lists

Administrative Officer

directly supports the Sr. Manager, Marketing and Communications and oversees the documentation of communications to supply in the post-PSPS event report to the CPUC. Additional responsibilities include:

- Arrangement of scheduled and emergency team meetings.
- Arrangement and scheduling of emergency external meetings
- Setting up and coordinating the recording of data for reporting
- Reporting questions or concerns to Sr. Manager, Marketing and Communications

Introduction

In accordance with Senate Bill 901 and Rulemaking 18-10-007, Liberty adopted a Wildfire Mitigation Plan (WMP) to protect its service territory from utility-posed wildfires. One aspect of the WMP is a Public Safety Power Shutoff (PSPS). A PSPS is a safety procedure to proactively turn off power when and where conditions create a high wildfire risk. The practice of de-energization, which is becoming increasingly frequent, is supported by the CPUC as a safety best practice and a last resort wildfire mitigation measure.

Considering lessons learned from other electric utilities, Liberty created this playbook to provide guidance over when, what, why and how to communicate with key audiences for PSPS events.

Key Audiences

Throughout the year and in the event of a PSPS (potential, imminent, implemented and re-stored), Liberty will need to communicate with the following audiences:

- CPUC
- Public safety partners ([hyperlink to definition](#))
- First responders ([hyperlink to definition](#))
- Critical facilities
- Residential customers
- Commercial customers
- Medical baseline
- Access and functional needs (AFN)
- Community-based organizations (CBO)
- Local, state, and federal agencies
- Government officials (local, state, and federal)
- Entities with mutual assistance agreements
- Media
- General public

Stage 1 - Potential PSPS

72 HOURS UNTIL DE-ENERGIZATION

The directions and actions included herein should only be activated when a de-energization event is possible, but not yet confirmed. The label of “**Stage 1**” applies when weather forecasts indicate the possibility to meet de-energization thresholds; however, there is still a chance the weather will shift course, lessen in magnitude, or disintegrate entirely.

Stage 1 PSPS Assumptions

The following assumptions describe a typical environment in which communications for a **potential PSPS** would be activated in whole or in part:

- Weather conditions may exceed thresholds within **72 hours of a possible PSPS event**.
- Forecasts indicate an alternate path for the weather system that removes Liberty from direct danger/contact.
- Forecasts indicate the weather system may lose strength and no longer be at risk.

Before Activating **Potential PSPS** Communications

Coordinate with Operations to:

1. Identify geographic area/portion of the grid at risk for de-energization
2. Identify circuits at risk for de-energization
3. Identify number of customers at risk for de-energization (segment customers by commercial, residential, medical baseline, and AFN)
4. Identify critical facilities at risk of de-energization
5. Identify approximate time of de-energization event
6. Develop map highlighting the de-energization zone

Communications Timeline and Tactics

In the event of a **potential PSPS**, Liberty may activate the following methods of communication over an approximate 72-hour period:

AM ACTIVITIES – Members of the Liberty PSPS Team should be prepared to complete these actions between the hours of 6 a.m. and 12 p.m.

Schedule reoccurring PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meeting (between 6:30-7:30 a.m.) to discuss the potential PSPS event, including the factors that may warrant de-energization, coordination with public safety partners and first responders, anticipated number of impacted customers and next steps. Provide regular updates to this audience, as warranted and no less frequently than every eight hours. PSPS Steering

Committee members – West Region President; California President, Incident Commander; Director, Customer Experience; Director, Operations; Senior Manager, Wildfire Prevention; Senior Manager, Customer Solutions, GIS, PIO, Admin Officer, Legal; and Rates and Regulatory Liaison.

- **Responsibility:** Incident Commander

Customize and distribute [an alert to the PSPS Team \(see roles and responsibilities\)](#), activating the PSPS Playbook. Detail the potential PSPS event, including the factors that may warrant de-energization, the anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Incident Commander

Develop and distribute **an impacted customers list** to the PSPS Team.

- **Responsibility:** Director, Electric Control and Dispatch

Schedule a recurring meeting at 8 a.m. and 5 p.m. for members of the PSPS Team through Teams. Attach relevant documents or updates from CloudFire, Inc..

- **Responsibility:** Administrative Officer

Create and distribute [a shared document](#) to record communications and outreach efforts for the post-PSPS report to the CPUC.

During the recurring 6:30 am meeting with the Steering Committee and CloudFire, Inc., populate the Incident Action Plan (IAP) and email to the Liberty OEC 8 am group.

- **Responsibility:** Administrative Officer
 - Supporting Player: Public Information Officer

Customize and distribute a [employee email](#) detailing the potential PSPS event, including the factors that may warrant de-energization, the anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Public Information Officer

Customize and distribute **emails to Human Resources, Customer Service, Control and Dispatch and Operations** to begin preparations for PSPS staffing. Detail the potential PSPS event, including anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Incident Commander

[7 a.m.] [Complete and submit PSPS Notification Form](#) to Cal OES detailing the potential PSPS event, including the factors that may warrant de-energization, the anticipated length of the de-energization event, link to GIS data, anticipated number of impacted customers (total and medical baseline), potentially impacted counties, planned outreach and next steps. **Call California State Warning Center at 916-845-8911 to confirm receipt.**

- **Responsibility:** Regulatory Liaison

Once the initial notification has been submitted, ongoing notifications must be received by Cal OES at 0700 and 1500 hours (7:00 a.m. and 3:00 p.m.) daily, as well as whenever there is a major change in the event (e.g., stage change, large change in potentially impacted customers, and/or the addition/removal of an impacted county), through the duration of the event. Utilities may submit up to one hour early of 0700 and 1500 hours. A notification submitted within this one-hour window will satisfy the 0700/1500 hours notification requirement. For instance, if a utility has a major scope change and submits a notification at 0615 hours, it will qualify as both the stage change and 0700 hours notification. The utility would not be required to submit again at 0700 hours.

Customize and distribute a [email to the CPUC](#) detailing the potential PSPS event, including the factors that may warrant de-energization, coordination with public safety partners and first responders, anticipated number of impacted customers and next steps.

- **Responsibility:** Regulatory Liaison

Develop and launch a [password-protected GIS portal](#) highlighting the potential de-energization zone.

- **Responsibility:** Operations, GIS Manager

Customize and distribute an [OnSolve alert via Dispatch to the public safety partners and critical facilities including link to briefing](#) within and immediately adjacent to the potential de-energization zone detailing the factors that may warrant de-energization, anticipated number of impacted customers (with emphasis on medical baseline and AFN customers), anticipated list of impacted critical facilities and next steps. *Liberty Utilities retains electronic records of all customer notifications in OnSolve. OnSolve retains records indefinitely, but all records will be retained for a minimum of one year.*

- **Responsibility:** PIO, Manager, Regional Communications

- **Supporting Players:** Senior Manager, Wildfire Prevention

Customize and distribute a [email to the elected and government officials and Public Safety Partners](#) within and immediately adjacent to the potential de-energization zone detailing the factors that may warrant de-energization, anticipated number of impacted customers (with emphasis on medical baseline and AFN customers), anticipated list of impacted critical facilities and next steps.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Players:** Manager, Regional Communications
 - **Supporting Player:** Manager II, Key Accounts

Customize and distribute an email to Community Based Organizations (CBOs) within and immediately adjacent to the potential de-energization zone detailing the factors that may warrant de-energization, anticipated number of impacted customers (with emphasis on medical baseline and AFN customers) and next steps.

- **Responsibility:** AFN Liaison
 - **Supporting Player:** Manager, Regional Communications
 - **Supporting Player:** Senior Manager, Customer Solutions

Customize and distribute [talking points to all employees](#) in the local offices and New Hampshire Dispatch.

- **Responsibility:** Public Information Officer

Customize and distribute [an alert to Medical Baseline and AFN customers](#) with the OnSolve alert system via Dispatch (text, email, and voice message) detailing the potential need to de-energize the grid. **Liberty Utilities retains electronic records of all customer notifications in OnSolve. OnSolve retains records indefinitely, but all records will be retained for a minimum of one year.**

- **Responsibility:** PIO, Manager, Regional Communications
 - **Supporting Player:** AFN Liaison, Manager, Customer Care

SUBTASKS:

Collaborate with the CSRs (Customer Service Representatives) to [directly call known medical baseline and AFN customers](#) who did not acknowledge receipt of the OnSolve alert via Dispatch.

- **Responsibility:** Manager, Customer Care

- **Supporting Player:** AFN Liaison

For those who remain unreachable, customize, and distribute **door hangers** to known medical baseline customers who did not acknowledge receipt of the OnSolve alert via Dispatch.

- **Responsibility:** Manager, Customer Care
- **Supporting Player:** AFN Liaison

[Customize and distribute an alert to key customers](#) via personal call and/or email the potential need to de-energize the grid.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Player:** Manager, Regional Communications

Customize and distribute a [web alert](#) to the appropriate community pages on the website acknowledging potential de-energization conditions and encouraging customers to take safety precautions.

- **Responsibility:** PIO, Digital Communications Lead
 - **Supporting Player:** Public Information Officer
- Alert IT (Information Technology) to begin landing and PSPS webpage protocol. Contact Shai-val Hora, Matthew Macedo, Lisa Craig, Stipe Maglica, Heather Miller, Matt Comeau, and Glen West to initiate the process.
- **Responsibility:** PIO, Digital Communications Lead
 - **Supporting Player:** Public Information Officer

PM ACTIVITIES – Members of the Liberty PSPS Team should be prepared to complete these actions between the hours of 1 p.m. and 8 p.m.

Customize and distribute [an email to the PSPS Steering Committee](#) updating weather conditions warranting a potential PSPS event, coordination with public safety partners and first responders, anticipated number of impacted customers and next steps. Provide regular updates to this audience, as warranted and no less frequently than every eight hours. PSPS Steering Committee members – West Region President; California President, Incident Commander; Director, Customer Experience; Director, Operations; Public Safety Partner Liaison; Senior Manager, Customer Solutions; Legal; and Rates and Regulatory Liaison.

- **Responsibility:** Incident Commander

Customize and distribute [an employee email](#) updating weather conditions warranting a potential PSPS event, the anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Public Information Officer

[3 PM] Complete and submit PSPS Notification Form to Cal OES detailing the potential PSPS event, including the factors that may warrant de-energization, the anticipated length of the de-energization event, link to GIS data, anticipated number of impacted customers (total and medical baseline), potentially impacted counties, planned outreach and next steps.

- **Responsibility:** Regulatory Liaison

Customize and distribute an [email to the CPUC](#) updating weather conditions warranting a potential PSPS event, coordination efforts with public safety partners and first responders and next steps.

- **Responsibility:** Regulatory Liaison

Host a [PSPS State Executive Briefing](#) at 1600 [4 p.m.] every day until the conclusion of the de-energization event.

- **Responsibility:** Regulatory Liaison
 - **Supporting Player:** Incident Commander and Public Safety Partner Liaison

Customize and distribute an [email and OnSolve alert via Dispatch to the public safety partners and critical facilities](#) updating weather conditions warranting a potential PSPS event, anticipated number of impacted customers (with emphasis on medical baseline and AFN customers), anticipated list of impacted critical facilities and next steps.

- **Responsibility:** PIO, Manager, Regional Communications
 - **Supporting Players:** Public Safety Partner Liaison

Customize and distribute an [email to the elected and government officials, Public Safety Partners, and other key customers](#) updating weather conditions warranting a potential PSPS event, anticipated number of impacted customers (with emphasis on medical baseline and AFN customers), anticipated list of impacted critical facilities and next steps.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Player:** PIO, Manager, Regional Communications
 - **Supporting Player:** Manager II, Key Accounts

- Identify the location(s) of the CRC(s) to be activated.

- Contact the appropriate representative for the identified CRC(s) to confirm use of facilities.
- Identify and contact Liberty Leads who will staff each CRC location.
- Contact CRC contractor.
- **Responsibility:** Emergency Manager

Confirm record of all actions during Stage 1 (72 hours) from de-energization event) of the de-energization event.

- **Responsibility:** Administrative Officer
 - **Supporting Players:** Incident Commander; Public Safety Partner Liaison; Public Information Officer; Regulatory Liaison; Manager, Regional Communications; Emergency Manager; and Digital Communications Lead

At this stage, Liberty should be prepared to elevate the PSPS risk from “potential” to “imminent” or cancel the warning entirely.

Potential PSPS Checklist

INCIDENT COMMANDER

- ☐ Schedule reoccurring PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meeting.
- ☐ Alert PSPS Team
- ☐ Email to the PSPS Steering Committee
- ☐ Email to HR, Customer Service, Dispatch and Operations

REGULATORY LIAISON

- ☐ Email to CPUC
- ☐ Host a PSPS State Executive Briefing
- ☐ Submit PSPS Notification form.

DIRECTOR, CONTROL AND DISPATCH

- ☐ Email customer list.

PIO/MANAGER, REGIONAL COMMUNICATIONS

- ☐ AM –OnSolve alert via Dispatch to public safety partners and critical facilities
- ☐ PM –OnSolve alert via Dispatch to public safety partners and critical facilities
- ☐ PM –OnSolve alert via Dispatch to Medical Baseline and AFN customers

PUBLIC INFORMATION OFFICER

- ☐ AM - Distribute employee email.
- ☐ Distribute talking points to the CSRs.
- ☐ PM - Distribute employee email.

PIO/DIGITAL COMMUNICATIONS LEAD

- ☐ Web alert
- ☐ Alert IT to launch microsite.

ADMINISTRATIVE OFFICER

- ☐ Schedule reoccurring meeting at 8 a.m. and 5 p.m. for EOC Team in Teams
- ☐ Distribute the sequence of events tracker.
- ☐ Complete the IC Action plan for the 6:30 am meeting.
- ☐ Email the IC Action Plan to the 8:00 am EOC group.
- ☐ Back up sequence of events tracker

OPERATIONS, GIS MANAGER

- ☐ Launch password-protected GIS portal.

MANAGER CUSTOMER CARE

- ☐ Call Medical Baseline and AFN Customers who do not respond to the OnSolve alert sent via Dispatch
- ☐ Coordinate distribution of door hangers to customers who are unreachable by phone. Coordinate with Field Services to provide staff to distribute door hangers.

KEY ACCOUNTS LIAISON

- ☐ Distribute email and/or personally call key customers including commercial accounts, including cities, counties, towns, schools, and chambers, and Public Safety Partners.
- ☐ Distribute email to elected officials AM and PM

AFN LIAISON

- ☐ Customize and distribute email to CBOs.

EMERGENCY SERVICES COORDINATOR

- ☐ Identify CRC location(s)
- ☐ Contact representative(s) of identified CRC location(s)
- ☐ Contact Fire Dawg, the CRC contractor.

Stage 2.a - Imminent PSPS

48 HOURS UNTIL DE-ENERGIZATION

Overview

The directions and actions included herein should only be activated when a de-energization event is projected to begin within 48 hours. The label of “**stage 2**” would be applicable when weather forecasts will undoubtedly meet de-energization thresholds.

Stage 2 PSPS Assumptions

The following assumptions describe a typical environment in which communications for an **imminent PSPS** would be activated in whole or in part:

- Weather/fire conditions will exceed thresholds within 48 hours.
- Forecasts indicate no, or a very unlikely, alternate path for the weather system that removes Liberty from direct danger/contact.

Before Activating *Imminent PSPS* Communications

Coordinate with Operations to:

1. Identify geographic area/ portion of the grid at risk for de-energization
2. Identify circuits at risk for de-energization
3. Identify number of customers at risk for de-energization (segment customers by commercial, residential, medical baseline, and AFN)
4. Identify critical facilities at risk of de-energization
5. Identify approximate time of de-energization event
6. Develop map highlighting the de-energization zone
7. Confirm locations of Community Resource Centers (CRC) with Operations team

Communications Timeline and Tactics

In the event of an **imminent PSPS**, Liberty may activate the following methods of communication over an approximate 48-hour period:

AM ACTIVITIES – Members of the Liberty PSPS Team should be prepared to complete these actions between the hours of 6 a.m. and 12 p.m.

PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meet (between 6:30-7:30 a.m.) to discuss the imminent PSPS event, including the factors that may warrant de-energization, coordination with public safety partners and first responders, anticipated number of impacted customers and next steps. Provide regular updates to this audience, as warranted and no less frequently than every eight hours. PSPS Steering Committee members –

West Region President; California President; Incident Commander; Director, Customer Experience; Senior Director, Operations; Senior Manager, Wildfire Prevention; Senior Manager Customer Solutions; GIS, PIO, Admin Officer, Legal; and Rates and Regulatory Liaison.

- **Responsibility:** Incident Commander

Customize and distribute [an alert to the PSPS Team](#) notifying the group of current conditions, including the factors that may warrant de-energization, the anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Incident Commander

Develop and distribute [an impacted customers list](#) to the PSPS Team.

- **Responsibility:** Director, Electric Control and Dispatch

Customize and distribute [an email to Human Resources, Customer Service, Control and Dispatch and Operations](#) to confirm staffing for the PSPS event. Detail the potential PSPS event, including anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Incident Commander

Customize and distribute [talking points and a call-hold message](#) to the CSRs in the local offices and New Hampshire.

- **Responsibility:** Public Information Officer

Customize and distribute [an employee email](#) updating weather conditions warranting a potential PSPS event, the anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Public Information Officer

Finalize the location(s) and staffing plans for anticipated CRC facilities. Confirm necessary materials/supplies and staff member for opening of CRCs 24-hours from start of de-energization event.

- **Responsibility:** Emergency Services Coordinator and AFN Liaison

Update the [password-protected GIS portal](#) highlighting the potential de-energization zone.

- **Responsibility:** Operations, GIS Manager

[7 a.m.] [Complete and submit PSPS Notification Form](#) detailing the potential PSPS event, including the factors that may warrant de-energization, the anticipated time of de-energization and restoration, link to GIS data, anticipated number of impacted customers (total and medical baseline), impacted counties, planned outreach and next steps. Call California State Warning Center at 916-845-8911 to confirm receipt.

- **Responsibility:** Regulatory Liaison

Customize and distribute a [email to the CPUC](#) detailing the imminent PSPS event, including the factors that warrant de-energization, coordination with public safety partners and first responders, anticipated number of impacted customers and next steps.

- **Responsibility:** Regulatory Liaison
 - **Supporting Player:** Incident Commander

Customize and distribute [an OnSolve alert via Dispatch to public safety partners and critical facilities](#) within and immediately adjacent to the de-energization zone detailing the factors that warrant de-energization, anticipated number of impacted customers (with emphasis on medical baseline and AFN customers), anticipated list of impacted critical facilities, CRC plans and next steps.

- **Responsibility:** PIO, Manager, Regional Communications
 - **Supporting Player:** Public Safety Partner Liaison

Customize and distribute [an email to elected and government officials](#) within and immediately adjacent to the de-energization zone detailing the factors that warrant de-energization, anticipated number of impacted customers (with emphasis on medical baseline and AFN customers), anticipated list of impacted critical facilities, CRC plans and next steps.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Player:** Manager, Regional Communications
 - **Supporting Player:** Manager II, Key Accounts

Customize and distribute [an email to CBOs](#) within and immediately adjacent to the de-energization zone detailing the factors that may warrant de-energization, anticipated number of impacted customers, CRC plans and resources to help support sensitive customers.

- **Responsibility:** AFN Liaison
 - **Supporting Player:** Manager, Regional Communications
 - **Supporting Player:** Key Accounts Liaison

Customize and distribute [an alert to potentially impacted customers](#) on the OnSolve alert system via Dispatch (text, email, and voice message) announcing the imminent de-energization event and encouraging customers to take safety precautions. Include details regarding plans to activate CRCs throughout the service area. **Contact Control and Dispatch for updated customer list and segment alert (public vs. medical baseline customers).**

- **Responsibility:** PIO, Manager, Regional Communications
 - **Supporting Player:** Director, Electric Control and Dispatch

[Customize and distribute an alert to key customers](#) including commercial accounts, cities, towns, counties, schools, and chambers via personal call and/or email the potential need to de-energize the grid.

- **Responsibility:** Key Accounts Liaison –
 - **Supporting Players:** Electric, Business and Community Development Manager, PIO/Regional Communications

Customize and distribute [a press release](#) to local media outlets announcing the imminent de-energization event and encouraging customers to take safety precautions. Include information regarding plans to activate CRCs throughout the service area.

- **Responsibility:** PIO/Manager, Regional Communications

Customize and distribute [a Public Service Announcement](#) to local radio outlets announcing the imminent de-energization event and encouraging customers to take safety precautions.

- **Responsibility:** PIO/Manager, Regional Communications

Customize and distribute [a Changeable Message Sign \(CMS\) template](#) to Caltrans announcing the imminent de-energization event. Contact rafiq.al-khalili@dot.ca.gov with the requested message.

- **Responsibility:** PIO/Manager, Regional Communications

Customize and distribute [a web alert](#) to the appropriate community pages on the website announcing the imminent de-energization event and encouraging customers to take safety precautions. Include information regarding plans to activate CRCs in the service area.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer
- [Update the microsite](#) announcing the imminent de-energization event, sharing relevant maps, CRC locations/hours and encouraging customers to take safety precautions. Contact

Shaival Hora, Matthew Macedo, Lisa Craig, Stipe Maglica, Heather Miller, Matt Comeau, and Glen West to initiate the process.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and distribute [an alert to Facebook and Twitter](#) announcing the imminent de-energization event and encouraging customers to take safety precautions. Include information regarding plans to activate CRCs in the service area.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

PM ACTIVITIES – Members of the Liberty PSPS Team should be prepared to complete these actions between the hours of 1 p.m. and 8 p.m.

[3 PM] [Complete and submit PSPS Notification Form](#) detailing the potential PSPS event, including the factors that may warrant de-energization, the anticipated time of de-energization and restoration, link to GIS data, anticipated number of impacted customers (total and medical baseline), impacted counties, planned outreach and next steps. Call California State Warning Center at 916-845-8911 to confirm receipt.

- **Responsibility:** Regulatory Liaison

Host a [PSPS State Executive Briefing](#) at 1600 (4 p.m.) every day until the conclusion of the de-energization event.

- **Responsibility:** Regulatory Liaison
 - **Supporting Players:** Incident Commander and Public Safety Partner Liaison

Host an informational call with public safety partners, local government officials, and critical facilities to share greater detail regarding the scope and impact of the PSPS event, coordinate on response to sensitive populations (medical baseline and AFN customers) and discuss preparations for an Emergency Operations Center (EOC). REQUIRED: log the date, time, and length of call to include in post-PSPS report to CPUC. If a call is performed via WebEx, please record, and log the audio/video file.

- **Responsibility:** Public Safety Partner Liaison
 - **Supporting Player:** Emergency Manager

Collaborate with CSRs to [directly call known medical baseline customers](#) who did not acknowledge receipt of the OnSolve alert sent via Dispatch.

- **Responsibility:** Manager, Customer Care
 - **Supporting Player:** CBO/AFN Liaison

For those who remain unreachable, customize, and distribute door hangers to known medical baseline and AFN customers who did not acknowledge receipt of the OnSolve alert sent via Dispatch.

- **Responsibility:** Manager, Customer Care
 - **Supporting Player:** CBO/AFN Liaison

Customize and distribute messaging material to CBOs to disseminate on feasible platforms of their choosing.

- **Responsibility:** AFN Liaison
 - **Supporting Player:** Senior Manager Customer Solutions

Confirm record of all actions during Stage 2 (48 hours (about 4 days) from de-energization event) of the de-energization event.

During the recurring 6:30 am meeting with the Steering Committee and CloudFire, Inc., populate the Incident Action Plan (IAP) and email to the Liberty OEC 8 am group.

- **Responsibility:** Administrative Officer
 - **Supporting Players:** Incident Commander; Public Safety Partner Liaison; Public Information Officer; Regulatory Liaison; Manager, Regional Communications; Emergency Manager; and Digital Communications Lead

REQUIRED: log the date, time, and copy of advocacy outreach to include in post-PSPS report to CPUC.

Before engaging the “Updated Imminent PSPS Notification” tactics, check in with the ops team to identify potential changes in the range of the PSPS event, including grids and list of impacted customers.

Stage 2.a (48 HOURS – Imminent) PSPS Checklist

Upon completion of each tactic listed in the imminent PSPS 48 hours (about 4 days) section, please check off the respective box below.

INCIDENT COMMANDER

- ☐ Participate in PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meeting
- ☐ Alert PSPS Team
- ☐ Email to HR, Customer Service, Dispatch and Operations

REGULATORY LIAISON

- ☐ Email to CPUC
- ☐ Host a PSPS State Executive Briefing (1600/4 PM)
- ☐ Submit PSPS Notification form [0700 and 1500 hours]

DIRECTOR, CONTROL AND DISPATCH

- ☐ Email customer list

PIO/MANAGER, REGIONAL COMMUNICATIONS

- ☐ OnSolve alert via Dispatch to public safety partners and critical facilities
- ☐ Alert to all potentially impacted customers
- ☐ Press release.
- ☐ Distribute radio PSA (Public Service Announcement)
- ☐ Distribute Changeable Message Sign (CMS)

PUBLIC SAFETY PARTNER LIAISON

- ☐ Host informational call with public safety partners and critical facilities.

PUBLIC INFORMATION OFFICER

- ☐ Distribute employee email.
- ☐ Distribute talking points to the CSRs.

PIO/DIGITAL COMMUNICATIONS LEAD

- ☐ Web alert
- ☐ Update microsite
- ☐ Facebook alert
- ☐ Twitter alert

ADMINISTRATIVE OFFICER

- ☐ Distribute the sequence of events tracker.
- ☐ Complete the IC Action plan for the 6:30 am meeting.
- ☐ Email the IC Action Plan to the 8:00 am EOC group.
- ☐ Back up sequence of events tracker

KEY ACCOUNTS LIAISON

- ☐ Distribute alert to key customers.
- ☐ Distribute email to elected officials.
- ☐ Distribute alert to Public Safety Partners.

AFN LIAISON

- ☐ Distribute email and messaging material to CBOs.

EMERGENCY SERVICES COORDINATOR

- ☐ Finalize CRC location(s) and staffing plan.

OPERATIONS/GIS MANAGER

- ☐ Update password-protected GIS portal

Stage 2.b - Imminent PSPS

24 HOURS UNTIL DE-ENERGIZATION

Overview

The directions and actions included herein should only be activated when a de-energization event is projected to begin within 24 hours. The label of “**stage 2**” would be applicable when weather forecasts will undoubtedly meet de-energization thresholds.

Stage 2 PSPS Assumptions

The following assumptions describe a typical environment in which communications for an **imminent PSPS** would be activated in whole or in part:

- Weather/fire conditions will exceed thresholds within 24 hours.
- Forecasts indicate no, or a very unlikely, alternate path for the weather system that removes Liberty from direct danger/contact.

Before Activating *Imminent PSPS* Communications

Coordinate with Operations to:

1. Identify geographic area/ portion of the grid at risk for de-energization
2. Identify circuits at risk for de-energization
3. Identify number of customers at risk for de-energization (segment customers by commercial, residential, medical baseline and AFN)
4. Identify critical facilities at risk of de-energization
5. Identify approximate time of de-energization event
6. Develop map highlighting the de-energization zone
7. Confirm locations of Community Resource Centers (CRC) with Operations team

Communications Timeline and Tactics

In the event of an **imminent PSPS**, Liberty may activate the following methods of communication over an approximate 24-hour period:

AM ACTIVITIES – Members of the Liberty PSPS Team should be prepared to complete these actions between the hours of 6 a.m. and 12 p.m.

PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meet (between 6:30-7:30 a.m.) to discuss the imminent PSPS event, including the factors that may warrant de-energization, coordination with public safety partners and first responders, anticipated number of impacted customers and next steps. Provide regular updates to this audience, as warranted and no less frequently than every eight hours. PSPS Steering Committee members –

West Region President; California President; Incident Commander; Director, Customer Experience; Director, Operations; Senior Manager, Wildfire Prevention; Senior Manager, Customer Solutions; GIS, PIO, Admin Officer, Legal; and Rates and Regulatory

- **Responsibility:** Incident Commander

Customize and distribute [an alert to the PSPS Team](#) notifying the group of current conditions, including the factors that may warrant de-energization, the anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Incident Commander

Develop and distribute [an impacted customers list](#) to the PSPS Team.

- **Responsibility:** Director, Electric Control and Dispatch

Customize and distribute [emails to Human Resources, Customer Service, Control and Dispatch and Operations](#) to confirm staffing for the PSPS event. Detail the potential PSPS event, including anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Incident Commander

Customize and distribute updated [talking points and a call-hold message](#) to the CSRs in the local offices and New Hampshire.

- **Responsibility:** Public Information Officer

Customize and distribute [an employee email](#) updating weather conditions warranting a potential PSPS event, the anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Public Information Officer

[7 AM] [Complete and submit PSPS Notification Form](#) detailing the potential PSPS event, including the factors that may warrant de-energization, the anticipated time of de-energization and restoration, link to GIS data, anticipated number of impacted customers (total and medical baseline), impacted counties, planned outreach and next steps. Call California State Warning Center at 916-845-8911 to confirm receipt.

- **Responsibility:** Regulatory Liaison

Customize and distribute [an email to the CPUC](#) detailing the time of de-energization, anticipated length of the PSPS, coordination with public safety partners and first responders and next steps.

- **Responsibility:** Regulatory Liaison
 - **Supporting Player:** Incident Commander

Customize and distribute [an OnSolve alert via Dispatch to public safety partners and critical facilities](#) within and immediately adjacent to the de-energization zone detailing the time of de-energization, anticipated length of the PSPS, confirmed number of impacted customers (with emphasis on medical baseline and AFN customers), CRC plans and confirmed list of impacted critical facilities and next steps.

- **Responsibility:** Public Safety Partner Liaison
 - **Supporting Player:** Manager, Regional Communications

Customize and distribute [an email to elected and government officials](#) within and immediately adjacent to the de-energization zone detailing the time of de-energization, anticipated length of the PSPS, coordination with public safety partners and first responders, confirmed number of impacted customers, CRC plans and next steps.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Player:** Manager, Regional Communications
 - **Supporting Player:** Manager II, Key Accounts

Customize and distribute [an email to CBOs](#) detailing the time of de-energization, anticipated length of the PSPS, confirmed number of impacted customers, CRC plans and available resources to support sensitive customers.

- **Responsibility:** AFN Liaison
 - **Supporting Player:** Key Accounts Liaison
- Customize and distribute [an alert to impacted customers](#) on the OnSolve alert system via Dispatch (text, email, and voice message) detailing the time of de-energization, anticipated length of the PSPS and CRC plans. **Responsibility:** PIO/Manager, Regional Communications

[Customize and distribute an alert to key customers](#) including commercial accounts, cities, towns, counties, schools, and chambers via personal call and/or email the potential need to de-energize the grid.

- **Responsibility:** Key Accounts Liaison
- **Supporting Players:** Manager II – Key Accounts, Manager, Regional Communications

Customize and distribute [a press release](#) to local media outlets announcing time of de-energization event, anticipated length, CRC plans and safety precautions to take while without energy.

- **Responsibility:** PIO/Manager, Regional Communications

Customize and [distribute a PSA](#) to local radio outlets announcing the time of de-energization event, anticipated length, and safety precautions to take while without energy.

- **Responsibility:** PIO/Manager, Regional Communications

[Update the microsite](#) announcing time of de-energization event, anticipated length, CRC locations/hours and safety precautions to take while without energy. Contact Shaival Hora, Matthew Macedo, Lisa Craig, Stipe Maglica, Heather Miller, Matt Comeau, and Glen West to initiate the process.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and [distribute an alert to Facebook and an alert to Twitter](#) announcing time of de-energization event, anticipated length, CRC locations/hours and safety precautions to take while without energy.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Schedule a reoccurring meeting [1 p.m.] with public safety partners and critical facilities via Teams. (Ask Manager, Regional Communications for the lists)

- All PSPS Community meetings will be documented in electronic form so they can be made available to the CPUC Safety Enforcement Division upon request. Documentation will be retained for at least one year after the de-energization, or for five years after the meeting.
- **Responsibility:** Administrative Officer

Schedule a reoccurring meeting [2 p.m.] with customers and CBOs via Go-To Meeting. (Ask Manager, Regional Communications for the lists)

- All PSPS Community meetings will be documented in electronic form so they can be made available to the CPUC Safety Enforcement Division upon request. Documentation

will be retained for at least one year after the de-energization, or for five years after the meeting.

- **Responsibility:** Administrative Officer

PM ACTIVITIES – Members of the Liberty PSPS Team should be prepared to complete these actions between the hours of 1 p.m. and 8 p.m.

[1 p.m.] Host an informational call with public safety partners and critical facilities to share greater detail regarding the scope and impact of the PSPS event, coordinate on response to sensitive populations (medical baseline and AFN customers) and discuss preparations for an Emergency Operations Center (EOC). REQUIRED: log the date, time, and length of call to include in post-PSPS report to CPUC. If the call is done via Teams, please record and log the audio/video file.

- **Responsibility:** Public Safety Partner Liaison
 - **Supporting Player:** Emergency Services Coordinator
 - **Supporting Player:** Key Accounts Liaison**[2 p.m.] Host an informational call with CBOs and Customers** to provide additional information and an opportunity for participants to ask questions.

- **Responsibility:** Key Accounts Liaison
- **Supporting Player:** AFN Liaison

[3 p.m.] Complete and submit PSPS Notification Form detailing the potential PSPS event, including the factors that may warrant de-energization, the anticipated time of de-energization and restoration, link to GIS data, anticipated number of impacted customers (total and medical baseline), impacted counties, planned outreach and next steps. Call California State Warning Center at 916-845-8911 to confirm receipt.

- **Responsibility:** Regulatory Liaison

Customize and distribute a [email to the CPUC](#) detailing the time of de-energization, anticipated length of the PSPS, coordination with public safety partners and first responders and next steps.

- **Responsibility:** Regulatory Liaison

Host a [PSPS State Executive Briefing](#) at 1600 (4 p.m.) every day until the conclusion of the de-energization event.

- **Responsibility:** Regulatory Liaison
 - **Supporting Players:** Incident Commander and Public Safety Partner Liaison

Collaborate with the CSRs to [directly call known medical baseline and AFN customers](#) who did not acknowledge receipt of the OnSolve alert sent via Dispatch.

- **Responsibility:** Manager, Customer Care
 - **Supporting Player:** AFN Liaison

For those who remain unreachable, customize, and distribute **door hangers** to all known medical baseline customers who did not acknowledge receipt of the OnSolve alert sent via Dispatch.

- **Responsibility:** Manager, Customer Care
 - **Supporting Player:** AFN Liaison

Confirm record of all actions during Stage 2 (24 hours from de-energization event) of the de-energization event.

During the recurring 6:30 am meeting with the Steering Committee and CloudFire, Inc., populate the Incident Action Plan (IAP) and email to the Liberty OEC 8 am group.

- **Responsibility:** Administrative Officer
 - **Supporting Players:** Incident Commander; Public Safety Partner Liaison; Public Information Officer; Regulatory Liaison; Manager, Regional Communications; Emergency Manager; and Digital Communications Lead

Stage 2.b (24 HOURS – Imminent) PSPS Checklist

Upon completion of each tactic listed in the imminent PSPS 24 hours section, please check off the respective box below.

INCIDENT COMMANDER

- ☐ Participate in PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meeting
- ☐ Customize and distribute an email to Human Resources, Customer Service, Control and Dispatch and Operations to confirm staffing for the PSPS even.
- ☐ Alert PSPS Team

REGULATORY LIAISON

- ☐ AM - Email to CPUC
- ☐ Host a PSPS State Executive Briefing (1600/4 PM)
- ☐ PM - Email to CPUC
- ☐ Submit PSPS Notification form [0700 and 1500 hours]

DIRECTOR, CONTROL AND DISPATCH

- ☐ Email customer list

PIO/MANAGER, REGIONAL COMMUNICATIONS

- ☐ OnSolve alerts via Dispatch to public safety partners and critical facilities 24 hours prior and 1-4 hours prior.
- ☐ OnSolve alert via Dispatch to all potentially impacted customers 24 hours prior and 1-4 hours prior.
- ☐ Press release.
- ☐ Distribute radio PSA.
- ☐ Distribute Changeable Message Sign (CMS)

PUBLIC SAFETY PARTNER LIAISON

- ☐ Customize and distribute an OnSolve alert via Dispatch to public safety partners and critical facilities
- ☐ [1 p.m.] Host an informational call with public safety partners and critical facilities

PUBLIC INFORMATION OFFICER

- ☐ Distribute employee email.
- ☐ Distribute talking points to the CSRs.

PIO/DIGITAL COMMUNICATIONS LEAD

- ☐ Update microsite
- ☐ Facebook alert
- ☐ Twitter alert

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ADMINISTRATIVE OFFICER

- ☐ Distribute the sequence of events tracker.
- ☐ Schedule a reoccurring meeting at 1:00 pm for Public Safety Partners and Critical Facilities via Teams
- ☐ Schedule a reoccurring meeting at 2:00 pm for CBOs and Customers via Go To Meeting
- ☐ Complete the IC Action plan for the 6:30 am meeting.
- ☐ Email the IC Action Plan to the 8:00 am EOC group.
- ☐ Back up sequence of events tracker

KEY ACCOUNTS LIAISON

- ☐ Distribute alert to key commercial customers 24 hours prior, and 1-4 hours prior.
- ☐ [2 p.m.] Host an informational call with CBOs and Customers
- ☐ Distribute email to elected officials and Public Safety Partners 24 hours prior, and 1-4 hours prior.

AFN LIAISON

- ☐ Distribute email to CBOs

MANAGER, CUSTOMER CARE

- ☐ Calls to Medical Baseline customers that do not respond to OnSolve sent via Dispatch
- ☐ Coordinate door hangers for Medical Baseline customers not responding to calls

EMERGENCY SERVICES COORDINATOR

- ☐ Open designated CRC locations

Stage 2.c - Imminent PSPS

4 HOURS UNTIL DE-ENERGIZATION

Overview

The directions and actions included herein should only be activated when a de-energization event is projected to begin within 4 hours. The label of “**stage 2**” would be applicable when weather forecasts will undoubtedly meet de-energization thresholds.

Stage 2 PSPS Assumptions

The following assumptions describe a typical environment in which communications for an **imminent PSPS** would be activated in whole or in part:

- Weather/fire conditions will exceed thresholds within 24 hours.

Before Activating *Imminent PSPS* Communications

Coordinate with Operations to:

1. Identify geographic area/ portion of the grid at risk for de-energization
2. Identify circuits at risk for de-energization
3. Identify number of customers at risk for de-energization (segment customers by commercial, residential, medical baseline and AFN)
4. Identify critical facilities at risk of de-energization
5. Identify approximate time of de-energization event
6. Develop map highlighting the de-energization zone
7. Confirm locations of Community Resource Centers (CRC) with Operations team

- Forecasts indicate no, or a very unlikely, alternate path for the weather system that removes Liberty from direct danger/contact.

Communications Timeline and Tactics

In the event of an **imminent PSPS**, Liberty may activate the following methods of communication over an approximate 4-hour period:

AM ACTIVITIES – Members of the Liberty PSPS Team should be prepared to complete these actions.

PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meet to discuss the imminent PSPS event, including the factors that may warrant de-energization, coordination with public safety partners and first responders, anticipated number of impacted customers and next steps. Provide regular updates to this audience, as warranted and no less frequently than every eight hours. PSPS Steering Committee members – West Region President; California President; Incident Commander; Director, Customer Experience; Director, Operations; Senior Manager, Wildfire Prevention; Senior Manager, Customer Solutions; GIS, PIO, Admin Officer, Legal; and Rates and Regulatory

- **Responsibility:** Incident Commander

Customize and distribute [an alert to the PSPS Team](#) notifying the group of current conditions, including the factors that may warrant de-energization, the anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Incident Commander

Develop and distribute [an impacted customers list](#) to the PSPS Team.

- **Responsibility:** Director, Electric Control and Dispatch

Customize and distribute [emails to Human Resources, Customer Service, Control and Dispatch and Operations](#) to confirm staffing for the PSPS event. Detail the potential PSPS event, including anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Incident Commander

Customize and distribute updated [talking points and a call-hold message](#) to the CSRs in the local offices and New Hampshire.

- **Responsibility:** Public Information Officer

Customize and distribute [an employee email](#) updating weather conditions warranting a potential PSPS event, the anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Public Information Officer

[Complete and submit PSPS Notification Form](#) detailing the potential PSPS event, including the factors that may warrant de-energization, the anticipated time of de-energization and restoration, link to GIS data, anticipated number of impacted customers (total and medical baseline), impacted counties, planned outreach and next steps. Call California State Warning Center at 916-845-8911 to confirm receipt.

- **Responsibility:** Regulatory Liaison

Customize and distribute [an email to the CPUC](#) detailing the time of de-energization, anticipated length of the PSPS, coordination with public safety partners and first responders and next steps.

- **Responsibility:** Regulatory Liaison
 - **Supporting Player:** Incident Commander

Customize and distribute [an OnSolve alert via Dispatch to public safety partners and critical facilities](#) within and immediately adjacent to the de-energization zone detailing the time of de-energization, anticipated length of the PSPS, confirmed number of impacted customers (with emphasis on medical baseline and AFN customers), CRC plans and confirmed list of impacted critical facilities and next steps. OnSolve alert to Public Safety Partners will go out within 1-to-4-hours of the PSPS de-energization.

- **Responsibility:** Public Safety Partner Liaison
 - **Supporting Player:** Manager, Regional Communications

Customize and distribute [an email to elected and government officials](#) within and immediately adjacent to the de-energization zone detailing the time of de-energization, anticipated length of the PSPS, coordination with public safety partners and first responders, confirmed number of impacted customers, CRC plans and next steps. Email to elected and government officials to go out within 1-to-4-hours of the PSPS de-energization.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Player:** Manager, Regional Communications
 - **Supporting Player:** Manager II, Key Accounts

Customize and distribute [an email to CBOs](#) detailing the time of de-energization, anticipated length of the PSPS, confirmed number of impacted customers, CRC plans and available resources to support sensitive customers. Email to CBOs to go out within 1-to-4-hours of the PSPS de-energization.

- **Responsibility:** AFN Liaison
 - **Supporting Player:** Key Accounts Liaison

Customize and distribute [an alert to impacted customers](#) within 1-to-4-hours of the PSPS de-energization on the OnSolve alert system via Dispatch (text, email, and voice message) detailing the time of de-energization, anticipated length of the PSPS and CRC plans.

- **Responsibility:** Manager, Regional Communications

[Customize and distribute an alert to key customers](#) including commercial accounts, cities, towns, counties, schools, and chambers via personal call and/or email the potential need to de-energize the grid.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Players:** Manager II – Key Accounts, Manager, Regional Communications

Customize and distribute [a press release](#) to local media outlets announcing time of de-energization event, anticipated length, CRC plans and safety precautions to take while without energy.

- **Responsibility:** PIO/Manager, Regional Communications

Customize and [distribute a PSA](#) to local radio outlets announcing the time of de-energization event, anticipated length, and safety precautions to take while without energy.

- **Responsibility:** PIO/Manager, Regional Communications

[Update the microsite](#) announcing time of de-energization event, anticipated length, CRC locations/hours and safety precautions to take while without energy. Contact Shaival Hora, Matthew Macedo, Lisa Craig, Stipe Maglica, Heather Miller, Matt Comeau, and Glen West to initiate the process.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and [distribute an alert to Facebook and an alert to Twitter](#) announcing time of de-energization event, anticipated length, CRC locations/hours and safety precautions to take while without energy.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Confirm record of all actions during Stage 2.c (4 hours from de-energization event) of the de-energization event.

- **Responsibility:** Administrative Officer
 - **Supporting Players:** Incident Commander; Public Safety Partner Liaison; Public Information Officer; Regulatory Liaison; Manager, Regional Communications; Emergency Manager; and Digital Communications Lead
 - ***At this stage, Liberty shall be prepared to elevate the PSPS risk from “imminent” to “implemented” and activate CRCs that are planned for service.***

Stage 2.c (4 HOURS – Imminent) PSPS Checklist

Upon completion of each tactic listed in the imminent PSPS 4 hours section, please check off the respective box below.

INCIDENT COMMANDER

- ☐ Participate in PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meeting
- ☐ Customize and distribute an email to Human Resources, Customer Service, Control and

Dispatch and Operations to confirm staffing for the PSPS even.

- ☐ Alert PSPS Team

REGULATORY LIAISON

- ☐ Email to CPUC
- ☐ Submit PSPS Notification form

DIRECTOR, CONTROL AND DISPATCH

- ☐ Email customer list

PIO/MANAGER, REGIONAL COMMUNICATIONS

- ☐ OnSolve alerts via Dispatch to public safety partners and critical facilities 1-4 hours prior.
- ☐ OnSolve alert via Dispatch to all potentially impacted customers 1-4 hours prior.
- ☐ Press release.
- ☐ Distribute radio PSA.
- ☐ Distribute Changeable Message Sign (CMS)

PUBLIC SAFETY PARTNER LIAISON

- ☐ Customize and distribute an OnSolve alert via Dispatch to public safety partners and critical facilities

PUBLIC INFORMATION OFFICER

- ☐ Distribute employee email.
- ☐ Distribute talking points to the CSRs.

PIO/DIGITAL COMMUNICATIONS LEAD

- ☐ Update microsite
- ☐ Facebook alert
- ☐ Twitter alert

ADMINISTRATIVE OFFICER

- ☐ Distribute the sequence of events tracker.
- ☐ Back up sequence of events tracker

KEY ACCOUNTS LIAISON

- ☐ Distribute alert to key commercial customers 1-4 hours prior.
- ☐ Distribute email to elected officials and Public Safety Partners 1-4 hours prior.

AFN LIAISON

- ☐ Distribute email to CBOs

EMERGENCY SERVICES COORDINATOR

- ☐ Inform designated CRC locations

Stage 3 - IMPLEMENTED PSPS

DE-ENERGIZATION INITIATED UNTIL CONDITIONS IMPROVE

Overview

The directions and actions included herein should only be activated when a de-energization event is activated. The label of “**stage 3**” would be applicable when Liberty turns off power.

Stage 3 PSPS Assumptions

The following assumptions describe a typical environment in which communications for an **implemented PSPS** would be activated in whole or in part:

- Weather/fire conditions will exceed thresholds within **1-4 hours**.

- Forecasts indicate no, or a very unlikely, alternate path for the weather system that removes Liberty from direct danger/contact.

Before Activating **Implemented PSPS** Communications

Coordinate with Operations to:

1. Confirm geographic area/ portion of the grid experiencing the de-energization event
2. Confirm number of customers experiencing de-energization (segment customers by commercial, residential, medical baseline and AFN)
3. Confirm critical facilities experiencing de-energization
4. Confirm map of the de-energization zone
5. Confirm location and opening time of CRC

Communications Timeline and Tactics

In the event of an **implemented PSPS**, Liberty may activate the following methods of communication over the duration of the de-energization event:

AM ACTIVITIES – Members of the Liberty PSPS Team should be prepared to complete these actions between the hours of 6 a.m. and 12 p.m.

PSPS Steering Committee and CloudFire Inc/Operations/Control and Dispatch meet (between 6:30 – 7:30 a.m.) to discuss the implementation of the PSPS event, including the factors that warrant de-energization, coordination with public safety partners and first responders, confirmed number of impacted customers and next steps. Provide regular updates to this audience, as warranted and no less frequently than every eight hours. PSPS Steering Committee members – California President; Incident Commander; Director, Customer Experience; Director, Operations; Senior Manager, Wildfire Prevention; Senior Manager, Customer Solutions; GIS, PIO, Admin Officer, Legal; and Rates and Regulatory Liaison.

- **Responsibility:** Incident Commander

Customize and distribute [an alert to the PSPS Team](#) notifying the group of current conditions, including the factors that warrant de-energization, the anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Incident Commander

Develop and distribute **an impacted customers list** to the PSPS Team.

- **Responsibility:** Director, Electric Control and Dispatch

Customize and distribute [emails to Human Resources, Customer Service, Control and Dispatch and Operations](#) to confirm staffing for the PPS event. Detail the current conditions of the PPS event, including anticipated length of the de-energization event, number of impacted customers and next steps. Email Eric Schwarzrock.

- **Responsibility:** Incident Commander

Customize and distribute [talking points to the CSRs](#) in the local offices and New Hampshire, the Emergency Manager, CRC staff to include staff members from Billing or Planning, and field staff who may be approached by customers or members of the public.

- **Responsibility:** Public Information Officer

[7 AM] [Complete and submit PPS Notification Form](#) detailing the potential PPS event, including the factors that may warrant de-energization, the anticipated time of de-energization and restoration, link to GIS data, anticipated number of impacted customers (total and medical baseline), impacted counties, planned outreach and next steps. Call California State Warning Center at 916-845-8911 to confirm receipt.

- **Responsibility:** Regulatory Liaison

Customize and distribute [an employee email](#) announcing the de-energization of the grid, the anticipated length of the de-energization event, anticipated number of impacted customers and next steps.

- **Responsibility:** Public Information Officer

TIME OF DE-ENERGIZATION ACTIVITIES – Members of the Liberty PPS Team should be prepared to complete these actions at the exact time of de-energization, regardless of the time of day.

[Complete and submit PPS Notification Form](#) detailing the active PPS event, including the factors that may warrant de-energization, the anticipated time of de-energization and restoration, link to GIS data, anticipated number of impacted customers (total and medical baseline), impacted counties, planned outreach and next steps. Call California State Warning Center at 916-845-8911 to confirm receipt.

- **Responsibility:** Regulatory Liaison

Customize and distribute [an alert to impacted customers](#) with the OnSolve alert system via Dispatch (text and email). DO NOT USE voice message if power will be turned off in the middle of the night) announcing the de-energization of the grid, anticipated length of the PPS and CRC locations/hours.

- **Responsibility:** Manager, Regional Communications

Customize and distribute [OnSolve alert \(via Dispatch\) to public safety partners and critical facilities](#) within and immediately adjacent to the de-energization zone announcing the de-energization of the grid, anticipated re-energization time, CRC locations/hours and next steps.

- **Responsibility:** Public Safety Partner Liaison
 - **Supporting Player:** Manager, Regional Communications

Customize and distribute [an email to elected and government officials](#) within and immediately adjacent to the de-energization zone announcing the de-energization of the grid, anticipated re-energization time, CRC locations/hours and next steps.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Player:** Manager, Regional Communications
 - **Supporting Player:** Manager II, Key Accounts

[Customize and distribute an alert to key customers](#) including commercial accounts, cities, towns, counties, schools, and chambers via personal call and/or email the potential need to de-energize the grid.

- **Responsibility:** Key Accounts Liaison
- **Supporting Players:** Manager II – Key Accounts, Manager, Regional Communications

Customize and distribute [an email to CBOs](#) detailing the time of de-energization, anticipated length of the PSPS, confirmed number of impacted customers, CRC plans and available re-sources to support sensitive customers.

- **Responsibility:** AFN Liaison
- **Supporting Player:** Key Accounts Liaison

Customize and distribute [a press release](#) to local media outlets announcing the de-energization of the grid, anticipated re-energization time, CRC locations/hours and safety precautions to take while without energy.

- **Responsibility:** PIO/Manager, Regional Communications

Customize and distribute [a PSA](#) to local radio outlets announcing the de-energization of the grid, anticipated re-energization time and safety precautions to take while without energy.

- **Responsibility:** PIO/Manager, Regional Communications

Customize and distribute [a CMS template](#) to Caltrans announcing de-energization of the grid. Contact rafiq.al-khalili@dot.ca.gov with the requested message.

- **Responsibility:** PIO/Manager, Regional Communications

[Update the microsite](#) announcing time of de-energization event, anticipated re-energization time, CRC locations/hours and safety precautions to take while without energy. Contact Shaival Hora, Matthew Macedo, Lisa Craig, Stipe Maglica, Heather Miller, Matt Comeau, and Glen West to initiate the process.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and distribute [an alert to Facebook and alert to Twitter](#) announcing the de-energization of the grid, anticipated re-energization time, CRC locations/hours and safety precautions to take while without energy.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

CRC Communications – the Emergency Manager should coordinate with the Manager, Regional Communications, Manager II Business and Community Development, and CSRs to provide at least two customer communications liaisons are at each CRC to provide information and address customer concerns.

The Emergency Manager will be responsible for tracking customer and community interactions at the CRCs and ensuring information is shared with the Manager, Regional Communications so external messages can be adjusted in real-time to address common concerns.

- **Responsibility:** Emergency Services Coordinator

At this stage, Liberty should continue the tactics outlined in the *Ongoing De-Energization Outreach* section every 24 hours until nearing power restoration. Visit the “Event Concluded” section of the playbook to know when to activate new communications.

Ongoing De-Energization Outreach – keep audiences informed about the de-energization event, including changes in weather forecasts and responses by public safety partners, first responders, critical facilities, stakeholders, etc. **Tactics included in this category must be done daily for the duration of the PSPS event**

PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meet (between 6:30-7:30 a.m.) to discuss the implementation of the PPS event, including the factors that warrant continued de-energization, coordination with public safety partners and first responders, confirmed number of impacted customers and next steps. Provide regular updates to

this audience, as warranted and no less frequently than every eight hours. PSPS Steering Committee members – West Region President; California President; Incident Commander; Director, Customer Experience; Director, Operations; Senior Manager, Wildfire Prevention; Senior Manager, Customer Solutions; Legal; and Rates and Regulatory Liaison.

- **Responsibility:** Incident Commander

Customize and distribute [an alert to the PSPS Team](#) notifying the group of current conditions, including the factors that continue to warrant de-energization, the anticipated restoration time, number of impacted customers and next steps.

- **Responsibility:** Incident Commander

Customize and distribute **emails to Human Resources, Customer Service, Control and Dispatch and Operations** to confirm staffing for the PSPS event. Detail the current conditions of the PSPS event, including anticipated length of the de-energization event, number of impacted customers and next steps. Email Director of Operations.

- **Responsibility:** Incident Commander

Customize and distribute updated [talking points to the CSRs](#) in the local offices and New Hampshire, the Emergency Manager, CRC Staff, and field staff who may be approached by customers or members of the public.

- **Responsibility:** Public Information Officer

Customize and distribute [an employee email](#) updating weather conditions warranting continued de-energization, the anticipated restoration time, number of impacted customers and next steps. Include CSR (Customer Service Representatives) talking points if applicable.

- **Responsibility:** Public Information Officer

Customize and [distribute a media advisory](#) to local media outlets. Provide at least two hours' notice of scheduled events to allow travel time from Sacramento and Reno markets.

- **Responsibility:** PIO/Manager, Regional Communications

[1 p.m.] Host a public safety partner and critical facilities webinar detailing the active PSPS event, including the factors that warrant de-energization, coordination with public safety partners and first responders, available resources, and next steps.

- **Responsibility:** Public Safety Partner Liaison
 - **Supporting Player:** Incident Commander, Emergency Manager
 - **Supporting Player:** Senior Manager, Customer Solutions

[2 p.m.] Host a customer online seminar detailing the active PSPS event, including the factors that warrant de-energization, coordination with public safety partners and first responders, available resources, and next steps.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Player:** Incident Commander, Emergency Services Coordinator

Update the microsite announcing changes/updates to the de-energization event or CRC locations/hours.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and **distribute an alert to Facebook and alert to Twitter** announcing changes/updates to the de-energization event, CRC locations/hours and continued safety precautions to take while without power.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and distribute a **email to the CPUC** detailing the time of de-energization, anticipated length of the PSPS, coordination with public safety partners and first responders and next steps.

- **Responsibility:** Regulatory Liaison

[3 p.m.] Complete and submit PSPS Notification Form detailing the active PSPS event, including the factors that may warrant de-energization, the anticipated time of de-energization and restoration, link to GIS data, anticipated number of impacted customers (total and medical baseline), impacted counties, planned outreach and next steps. Call California State Warning Center at 916-845-8911 to confirm receipt.

- **Responsibility:** Regulatory Liaison

Host a **PSPS State Executive Briefing** at 1600 (4 p.m.) every day until the conclusion of the de-energization event.

- **Responsibility:** Regulatory Liaison
 - **Supporting Players:** Incident Commander and Public Safety Partner Liaison

Confirm record of all actions during Stage 3 (time of de-energization event) of the de-energization event.

During the recurring 6:30 am meeting with the Steering Committee and CloudFire, Inc., populate the Incident Action Plan (IAP) and email to the Liberty OEC 8 am group.

- **Responsibility:** Administrative Officer
 - **Supporting Players:** Incident Commander; Public Safety Partner Liaison; Public Information Officer; Regulatory Liaison; Manager, Regional Communications; Emergency Manager; and Digital Communications Lead

REQUIRED: log the date, time and recording of the press conference to include in post-PSPS report to CPUC.

At this stage, Liberty should continue the tactics outlined in the *Post De-Energization Outreach* phase until nearing power restoration. Visit the “Restored Power” section of the play-book to know when to activate new communications.

Stage 3 – Implemented PSPS Checklist

Upon completion of each tactic listed in the implemented PSPS section, please check off the respective box below.

INCIDENT COMMANDER

- ☐ Participate in PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meeting.
- ☐ Alert PSPS Team
- ☐ Email HR, Customer Service, Control and Dispatch and Operations to prepare staff needs.

REGULATORY LIAISON

- ☐ Email to CPUC
- ☐ Host a PSPS State Executive Briefing (1600/4 PM)
- ☐ Submit PSPS Notification form [0700 and 1500 hours, or whenever there is a major change in the event]

DIRECTOR, CONTROL AND DISPATCH

- ☐ Email customer list

PIO/MANAGER, REGIONAL COMMUNICATIONS

- ☐ OnSolve alert (via Dispatch) to public safety partners and critical facilities
- ☐ OnSolve alert (via Dispatch) to all impacted customers
- ☐ Press release.
- ☐ Distribute radio PSA.
- ☐ Distribute Changeable Message Sign (CMS)
- ☐ Host press conference detailing active PSPS

PUBLIC SAFETY PARTNER LIAISON

- ☐ Customize and distribute an OnSolve alert (via Dispatch) to PSPs and critical facilities
- ☐ Host informational call with public safety partners and critical facilities.
- ☐ Host informational call with customers.

PUBLIC INFORMATION OFFICER

- ☐ Distribute employee email.
- ☐ Distribute talking points to the CSRs.

PIO/DIGITAL COMMUNICATIONS LEAD

- ☐ Update microsite
- ☐ Facebook alert am.
- ☐ Twitter alert am.
- ☐ Update microsite
- ☐ Facebook alert pm
- ☐ Twitter alert pm

ADMINISTRATIVE OFFICER

- ☐ Distribute the sequence of events tracker.
- ☐ Complete the IC Action plan for the 6:30 am meeting.
- ☐ Email the IC Action Plan to the 8:00 am EOC group.
- ☐ Back up sequence of events tracker

KEY ACCOUNTS LIAISON

- ☐ Distribute alert to key customers.
- ☐ Distribute email to elected officials and Public Safety Partners.
- ☐ Host a public safety partner and critical facilities webinar detailing the active PSPS event.

AFN LIAISON

- ☐ Distribute email to CBOs

EMERGENCY SERVICES COORDINATOR

- ☐ Update CRC staff on conditions
- ☐ Track customer interactions at CRC

Stage 4 – Re-energization Initiated.

POWER RESTORATION BEGINS

Overview

The directions and actions included herein should only be activated when a de-energization event is ending. The label of “**restoration initiated**” would be applicable when the factors that initiated the PSPS subside, and inspection of the electric grid begins.

Restoration Initiated Assumptions

The following assumptions describe a typical environment in which communications for a **restoration** would be activated in whole or in part:

- Weather conditions that warranted a PSPS have subsided for at least **one hour**, and forecasts do not indicate the continued need for de-energization.
- The grid has been inspected and cleared for re-energization.

Before Activating *Restored Power* Communications

1. Confirm geographic area/ portion of the grid that experienced the de-energization event.
2. Confirm number of customers who experienced de-energization (segment customers by commercial, residential, medical baseline and AFN)
3. Identify areas where infrastructure-caused wildfire risk was prevented due to PSPS.

Communications Timeline and Tactics

In the event of **restored power**, Liberty may activate the following methods of communication over the period it takes to inspect the grid and successfully restore power:

AM ACTIVITIES – Members of the Liberty PSPS Team should be prepared to complete these actions between the hours of 6 a.m. and 12 p.m.

PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meet (between 6:30 – 7:30 a.m.) to discuss the conclusion of the PSPS event, including grid inspection and anticipated restoration of power. PSPS Steering Committee members – West Region President; California President; Incident Commander; Director, Customer Experience; Director, Operations; Senior Manager, Wildfire Prevention; Senior Manager, Customer Solutions; GIS, PIO, Admin Officer, Legal; and Rates and Regulatory Liaison.

- **Responsibility:** Incident Commander

Customize and distribute [an alert to the PSPS Team](#) notifying the group of improving conditions and next steps, detailing the grid inspection process and anticipated time of power restoration.

- **Responsibility:** Incident Commander

Develop and distribute [an impacted customers list](#) to the PSPS Team.

- **Responsibility:** Director, Electric Control and Dispatch

Customize and distribute [emails to Human Resources, Customer Service, Control and Dispatch and Operations](#) to confirm staffing for the PSPS event. Detail the current conditions of the PSPS event, including anticipated time of restoration, number of still impacted customers and next steps. Email Director of Operations.

- **Responsibility:** Incident Commander

Customize and distribute [updated talking points](#) to the CSRs in the local offices and New Hampshire, the Emergency Manager, CRC staff, and field staff who may be approached by customers or members of the public.

- **Responsibility:** Public Information Officer

Customize and distribute [an employee email](#) notifying them of improved conditions and restoration next steps.

- **Responsibility:** Public Information Officer

[7 AM] [Complete and submit PSPS Notification Form](#) detailing the initiation of restoration activities, link to GIS data, anticipated number of impacted customers (total and medical base-line), impacted counties, planned outreach and next steps.

- **Responsibility:** Regulatory Liaison

Customize and distribute [an email to the CPUC](#) detailing the grid inspection process and anticipated time of power restoration.

- **Responsibility:** Regulatory Liaison

Customize and distribute [an OnSolve alert \(via Dispatch\) to public safety partners and critical facilities](#) within and immediately adjacent to the de-energization zone detailing the grid inspection process and anticipated time of power restoration.

- **Responsibility:** Manager, Regional Communications

- **Supporting Player:** Public Safety Partner Liaison

Customize and distribute [an email to elected and government officials](#) within and immediately adjacent to the de-energization zone detailing the grid inspection process and anticipated time of power restoration.

- **Responsibility:** PIO
 - **Supporting Player:** Manager, Regional Communications
 - **Supporting Player:** Manager II, Key Accounts

Customize and distribute [a press release](#) to local media outlets detailing the grid inspection process and anticipated time of power restoration.

Customize and distribute an alert to key customers including commercial accounts, cities, towns, counties, schools, and chambers via personal call and/or email detailing the grid inspection process and anticipated time of power restoration.

Responsibility: Key Accounts Liaison and Manager II, Key Accounts

- **Supporting Player:** Manager, Regional Communications

Customize and distribute [a PSA](#) to local radio outlets detailing the grid inspection process and anticipated time of power restoration.

- **Responsibility:** Manager, Regional Communications

Customize and post a **web alert** to the appropriate community pages on the website detailing the grid inspection process and anticipated time of power restoration.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Update the microsite announcing changes/updates to the re-energization event. Contact Shai-val Hora, Matthew Macedo, Lisa Craig, Stipe Maglica, Heather Miller, Matt Comeau, and Glen West to initiate the process of taking down the microsite.

- **Responsibility:** PIO/Digital Communications Lead

Customize and post a [alert to Facebook and Twitter](#) detailing the grid inspection process and anticipated time of power restoration.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

REPAIRS NEEDED NOTIFICATION – Members of the Liberty PPS Team should be prepared to complete these actions if restoration of power is delayed due to damaged infrastructure.

Complete and submit PPS Notification Form detailing the damage to the grid, what caused it, the repairs needed, new anticipated time of power restoration, link to GIS data, anticipated number of impacted customers (total and medical baseline), impacted counties, planned outreach and next steps.

- **Responsibility:** Regulatory Liaison

Customize and distribute a email to the CPUC detailing the damage to the grid, what caused it, the needed repairs, and the new anticipated time of power restoration.

- **Responsibility:** Regulatory Liaison

Customize and distribute talking points to the CSRs in the local offices and New Hampshire, the Emergency Manager, CRC staff, and field staff who may be approached by customers or members of the public.

- **Responsibility:** Public Information Officer

Customize and distribute an email and OnSolve Alert (via Dispatch) to public safety partners and critical facilities within and immediately adjacent to the de-energization zone detailing the damage to the grid, what caused it, the needed repairs and new anticipated time of power restoration.

- **Responsibility:** PIO/Manager, Regional Communications
 - **Supporting Player:** Public Safety Partner Liaison

Customize and distribute an email to elected and government officials within and immediately adjacent to the de-energization zone detailing the damage to the grid, what caused it, the needed repairs, and the new anticipated time of power restoration.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Player:** Manager, Regional Communications
 - **Supporting Player:** Manager II, Key Accounts
 - Customize and distribute an alert to all impacted customers via the OnSolve alert system via Dispatch (text, email, and voice message) announcing the damage to the grid, the repairs needed and the new anticipated time of restoration.
- **Responsibility:** Manager, Regional Communications

[Customize and distribute an alert to key customers](#) including commercial accounts, cities, towns, counties, schools, and chambers via personal call and/or email detailing the damage to the grid, what caused it, the needed repairs, and the new anticipated time of power restoration.

- **Responsibility:** Key Accounts Liaison and Manager II, Key Accounts
 - **Supporting Player:** Manager, Regional Communications

Customize and distribute [an email to CBOs](#) announcing the damage to the grid, the repairs needed and new anticipated time of restoration.

- **Responsibility:** CBO/AFN Liaison
 - **Supporting Player:** Key Accounts Liaison

SUBTASKS

Customize and post a **web alert** to the appropriate community pages on the website detailing the damage to the grid, what caused it, the needed repairs, and the new anticipated time of power restoration.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and post an **alert to Facebook and Twitter** detailing the damage to the grid, what caused it, the needed repairs, and the new anticipated time of power restoration.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Confirm record of all actions during Stage 4 (Re-energization initiated) of the de-energization event.

During the recurring 6:30 am meeting with the Steering Committee and CloudFire, Inc., populate the Incident Action Plan (IAP) and email to the Liberty OEC 8 am group.

- **Responsibility:** Administrative Officer
 - **Supporting Players:** Director of Operations; Public Safety Partner Liaison; Public Information Officer; Regulatory Liaison; Manager, Regional Communications; Emergency Manager; and Digital Communications Lead

REQUIRED: log the date, time, and length of call to include in post-PSPS report to CPUC. If a call is performed via WebEx, please record, and log the audio/video file.

Stage 4 – Restoration Initiated Checklist

Upon completion of each tactic listed in the restored power section, please check off the respective box below.

INCIDENT COMMANDER

- ☐ Participate in PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meeting.
- ☐ Alert PSPS Team
- ☐ Email HR, Customer Service, Control and Dispatch and Operations to prepare staff needs
- ☐ Coordinate with Field Services for trained staff to guard downed line areas.

REGULATORY LIAISON

- ☐ Email to CPUC
- ☐ Submit PSPS Notification form [0700 and 1500 hours, or whenever there is a major change in the event
- ☐ Submit repairs needed notification if applicable

DIRECTOR, CONTROL AND DISPATCH

- ☐ Email customer list

PIO/MANAGER, REGIONAL COMMUNICATIONS

- ☐ OnSolve alert (via Dispatch) to public safety partners and critical facilities
- ☐ Press release.
- ☐ Distribute radio PSA.

Repairs Needed

- ☐ OnSolve alert (via Dispatch) to all affected customers

PUBLIC INFORMATION OFFICER

- ☐ Distribute employee email.
- ☐ Distribute talking points to the CSRs.

PIO/DIGITAL COMMUNICATIONS LEAD

- ☐ Update microsite
- ☐ Facebook alert
- ☐ Twitter alert

ADMINISTRATIVE OFFICER

- ☐ Distribute the sequence of events tracker.
- ☐ Complete the IC Action plan for the 6:30 am meeting.
- ☐ Email the IC Action Plan to the 8:00 am EOC group.
- ☐ Back up sequence of events tracker

KEY ACCOUNTS LIAISON

- ☐ Distribute alert to key commercial customers.
- ☐ Customize and distribute an email to elected officials and Public Safety Partners within and immediately adjacent to the de-energization zone detailing the inspection process and estimated power restoration time

AFN LIAISON

- ☐ Distribute email to CBOs.

Stage 5 – Event Concluded

PSPS EVENT ENDS

Overview

The directions and actions included herein should only be activated when a de-energization event has ended, and restoration has been complete. The label of “**event concluded**” would be applicable when the inspection of the electric grid is complete, and power is restored.

Event Concluded Assumptions

The following assumptions describe a typical environment in which communications for **event concluded** would be activated in whole or in part:

- The grid has been inspected and cleared for re-energization.

Before Activating *Event Concluded* Communications

1. Confirm geographic area/ portion of the grid that experienced the de-energization event.
2. Confirm number of customers who experienced de-energization (segment customers by commercial, residential, medical baseline and AFN)
3. Identify areas where infrastructure-caused wildfire risk was prevented due to PSPS

Communications Timeline and Tactics

In the event of **event concluded**, Liberty may activate the following methods of communication over the period it takes to successfully restore power:

AM ACTIVITIES – Members of the Liberty PSPS Team should be prepared to complete these actions between the hours of 6 a.m. and 12 p.m., or as soon as the inspection of the grid is complete, and power is now restored.

PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meet (between 6:30 – 7:30 AM) to discuss the restoration of power. PSPS Steering Committee members – West Region President; California President; Incident Commander; Director, Customer Experience; Director, Operations; Senior Manager, Wildfire Prevention; Senior Manager, Customer Solutions; GIS, PIO, Admin Officer, Legal; and Rates and Regulatory Liaison.

- **Responsibility:** Incident Commander

Customize and distribute an [email to the PSPS Steering Committee](#) announcing the restoration of power. PSPS Steering Committee members – West Region President; California President; Incident Commander; Director, Customer Experience; Director, Operations; Public Safety Partner Liaison; Senior Manager, Customer Solutions; Legal; and Rates and Regulatory Liaison.

- **Responsibility:** Incident Commander

Customize and distribute [an employee email](#) announcing the restoration of power.

- **Responsibility:** Public Information Officer

Alert IT to begin process to remove temporary landing page for enterprise and temporary PSPS landing page.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and distribute [talking points to the CSRs](#) in the local offices and New Hampshire, the Emergency Manager and field staff who may be approached by customers or members of the public.

- **Responsibility:** Public Information Officer

[AT TIME OF RESTORATION] [Complete and submit PSPS Notification Form](#) detailing the initiation of restoration activities, link to GIS data, anticipated number of impacted customers (total and medical baseline), impacted counties, planned outreach and next steps.

- **Responsibility:** Regulatory Liaison

Customize and distribute [an email to the CPUC](#) announcing the restoration of power and anticipated submission of the post-PSPS report. Notification of this audience must occur one hour before re-energization.

- **Responsibility:** Regulatory Liaison

Customize and distribute [an OnSolve alert \(via Dispatch\) to public safety partners and critical facilities](#) within and immediately adjacent to the de-energization zone announcing the restoration of power. Notification of this audience must occur one hour before re-energization.

- **Responsibility:** PIO/Manager, Regional Communications
 - **Supporting Player:** Public Safety Partner Liaison

Customize and distribute [an email to elected and government officials](#) within and immediately adjacent to the de-energization zone announcing the restoration of power. Notification of this audience must occur one hour before re-energization.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Player:** Manager, Regional Communications
 - **Supporting Player:** Manager II, Key Accounts

[Customize and distribute an alert to key customers](#) including commercial accounts, cities, towns, counties, schools, and chambers via personal call and/or email announcing the restoration of power. Notification of this audience must occur one hour before re-energization.

- **Responsibility:** Key Accounts Liaison and Manager II, Key Accounts
 - **Supporting Player:** Manager, Regional Communications

[Customize and distribute an alert to CBOs](#) via email announcing the restoration of power.

- **Responsibility:** AFN Liaison
 - **Supporting Player:** Key Accounts Liaison

Customize and distribute [an alert to impacted customers](#) with the OnSolve alert system via Dispatch (text, email, and voice message) announcing the restoration of power.

- **Responsibility:** Manager, Regional Communications

SUBTASKS

Customize and distribute [a press release](#) to local media outlets announcing the restoration of power.

- **Responsibility:** Manager, Regional Communications

Customize and distribute [a PSA](#) to local radio outlets announcing the restoration of power.

- **Responsibility:** Manager, Regional Communications

Customize and distribute [a CMS template](#) to Caltrans announcing restoration of power. Contact rafiq.al-khalili@dot.ca.gov with the requested message.

- **Responsibility:** Manager, Regional Communications

Customize and post [a web alert](#) to the appropriate community pages on the website announcing the restoration of power and reminding customers to use energy sparingly to prevent a circuit surge. Include information regarding closing of CRCs (day/hour or closure).

- **Responsibility:** Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and post [an alert to Facebook and Twitter](#) announcing the restoration of power and reminding customers to use energy sparingly to prevent a circuit surge. Include information regarding closing of CRCs (day/hour or closure).

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Host a [PSPS State Executive Briefing](#) at 1600 (4 p.m.) every day until the conclusion of the de-energization event.

- **Responsibility:** Regulatory Liaison
 - **Supporting Players:** Incident Commander and Public Safety Partner Liaison

Coordinate CRC breakdown.

- **Responsibility:** Emergency Services Coordinator and Manager II Business and Community Development

Post Power Restoration Recap – Provide a recap of the de-energization event and highlight instances of damaged infrastructure that would have sparked a wildfire if a PSPS had not been implemented. Activities include:

Customize and distribute a [media advisory to local media outlets](#). Provide at least two hours' notice of the scheduled event to allow travel time from Sacramento and Reno markets.

- **Responsibility:** PIO/Manager, Regional Communications

Customize and distribute [a post-PSPS event survey](#) to impacted customers to document public comments on communication and response.

- **Responsibility:** PIO/Manager, Regional Communications

Confirm record of all actions during Stage 5 (conclusion of event) of the de-energization event. During the recurring 6:30 am meeting with the Steering Committee and CloudFire, Inc., populate the Incident Action Plan (IAP) and email to the Liberty OEC 8 am group.

- **Responsibility:** Administrative Officer

- **Supporting Players:** Incident Commander; Public Safety Partner Liaison; Public Information Officer; Regulatory Liaison; Manager, Regional Communications; Emergency Manager; and Digital Communications Lead

REQUIRED: log the date, time, and length of call to include in post-PSPS report to CPUC. If the call is done via WebEx, please record and log the audio/video file.

Stage 5 – Event Concluded Checklist

Upon completion of each tactic listed in the restored power section, please check off the respective box below.

INCIDENT COMMANDER

- ☐ Participate in PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meeting.
- ☐ Alert PSPS Team

REGULATORY LIAISON

- ☐ Email to CPUC
- ☐ Submit PSPS Notification form [0700 and 1500, or whenever there is a major change in the event]
- ☐ Host a PSPS State Executive Briefing at 1600 (4 p.m.)

PIO/MANAGER, REGIONAL COMMUNICATIONS

- ☐ Email and OnSolve alert (via Dispatch) to public safety partners and critical facilities
- ☐ Email to all impacted customers
- ☐ Press release.
- ☐ Distribute radio PSA.
- ☐ Distribute Changeable Message Sign (CMS) – Concluded
- ☐ Provide a recap of the de-energization event including instances of damaged infrastructure that would have sparked a wildfire if a PSPS had not been implemented.

PUBLIC INFORMATION OFFICER

- ☐ Distribute employee email.
- ☐ Distribute talking points to the CSRs.

PIO/DIGITAL COMMUNICATIONS LEAD

- ☐ Alert IT to begin removing microsite.
- ☐ Customize and post a web alert to the appropriate community pages on the website announcing the restoration of power
- ☐ Facebook alert
- ☐ Twitter alert

ADMINISTRATIVE OFFICER

- ☐ Distribute the sequence of events tracker.
- ☐ Back up sequence of events tracker

KEY ACCOUNTS LIAISON

- ☐ Distribute alert to key customers.
- ☐ Customize and distribute an email to elected officials and Public Safety Partners within and immediately adjacent to the de-energization zone announcing the restoration of power

AFN LIAISON

- ☐ Distribute Email to CBOs

CANCELED PSPS
OVERVIEW

The directions and actions included herein should only be activated when it is determined that a de-energization event is no longer warranted to mitigate fire risk. The label of “canceled PSPS” would be applicable when Liberty resends a potential PSPS warning.

RESTORED POWER ASSUMPTIONS

The following assumptions describe a typical environment in which communications for a canceled PSPS would be activated in whole or in part:

- Weather/fire conditions have fallen below thresholds.
- Forecasts indicate no, or a very unlikely, resurgence in fire weather conditions.

Before Activating **CANCELED PSPS** Communications

1. Confirm which geographic areas/portions of the grid are no longer at risk for de-energization
2. Identify circuits that are no longer at risk for de-energization
3. Identify number of customers no longer at risk for de-energization (segment by commercial, residential, medical baseline and AFN)
4. Identify critical facilities no longer at risk for de-energization

Communications Timeline and Tactics

In the event of a **canceled PSPS**, Liberty may activate the following methods of communication over the course of a 24-hour period:

ACTIVITIES – Members of the Liberty PSPS Team should be prepared to complete these actions as soon as confirmation of the cancellation is provided.

PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meet (between 6:30 – 7:30 a.m.) to discuss the cancelation of the PSPS event. PSPS Steering Committee members – West Region President; California President; Incident Commander; Director, Customer Experience; Director, Operations; Senior Manager, Wildfire Prevention; Senior Manager, Customer Solutions, GIS, PIO, Admin Officer, Legal; and Rates and Regulatory Liaison.

- **Responsibility:** Incident Commander

Customize and distribute [an alert to the PSPS Team](#) notifying the group of improving conditions and next steps.

- **Responsibility:** Incident Commander

Customize and distribute [an employee email](#) notifying the group of improving conditions and next steps.

- **Responsibility:** Public Information Officer

Customize and distribute [an email to Human Resources, Customer Service, Control and Dispatch and Operations](#) to alert support staff of the canceled PSPS event

- **Responsibility:** Incident Commander

[Complete and submit PSPS Notification Form](#) detailing the cancellation of the PSPS event.

- **Responsibility:** Regulatory Liaison

Customize and distribute [an email to the CPUC](#) announcing the cancellation of PSPS event. Notification of this audience must occur two hours before re-energization.

- **Responsibility:** Regulatory Liaison

Customize and distribute [an email an OnSolve alert \(via Dispatch\) to the public safety partners and critical facilities](#) announcing the cancellation of the potential PSPS event and why it is no longer necessary.

- **Responsibility:** PIO/Manager, Regional Communications
 - **Supporting Player:** Public Safety Partner Liaison

Customize and distribute [an email to elected and government officials](#) announcing the cancellation of the potential PSPS event and why it is no longer necessary.

- **Responsibility:** Key Accounts Liaison
 - **Supporting Player:** Manager, Regional Communications
 - **Supporting Player:** Manager II, Key Accounts

Customize and distribute [an alert to all impacted customers](#) with the OnSolve alert system (via Dispatch) (text, email, and voice message) announcing the cancellation of the potential PSPS event and why it is no longer necessary.

- **Responsibility:** Manager, Regional Communications

[Customize and distribute an alert to key customers](#) including commercial accounts, cities, counties, towns, schools, and chambers via personal call and/or email announcing the cancellation of the potential PSPS event and why it is no longer necessary.

- **Responsibility:** Key Accounts Liaison and Manager II, Key Accounts
 - **Supporting Player:** Manager, Regional Communications

Customize and distribute [an email to CBOs](#) announcing the cancellation of the potential PSPS event and why it is no longer necessary.

- **Responsibility:** AFN Liaison
 - **Supporting Player:** Key Accounts Liaison

Customize and distribute [a web alert](#) to the appropriate community pages on the website announcing the cancellation of the potential PSPS event and why it is no longer necessary.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Update the microsite announcing the cancellation of the potential PSPS event and why it is no longer necessary. Instruct them to remove the temporary landing pages and return the website to normal. Contact Shaival Hora, Matthew Macedo, Lisa Craig, Stipe Maglica, Heather Miller, Matt Comeau, and Glen West to initiate the process of taking down the microsite.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and distribute [an alert to Facebook and Twitter](#) announcing the cancellation of the potential PSPS event and why it is no longer necessary.

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and distribute [a press release](#) to local media outlets announcing the cancellation of the potential PSPS event and why it is no longer necessary.

- **Responsibility:** PIO/Manager, Regional Communications

Canceled PSPS

Upon completion of each tactic listed in the canceled section, please check off the respective box below.

INCIDENT COMMANDER

- ☐ Participate in PSPS Steering Committee and CloudFire, Inc./Operations/Control and Dispatch meeting.
- ☐ Alert PSPS Team
- ☐ Email HR, Customer Service, Control and Dispatch and Operations

REGULATORY LIAISON

- ☐ Email to CPUC
- ☐ Submit PSPS Notification form [0700 and 1500 hours, or whenever there is a major change in the event]

PIO/MANAGER, REGIONAL COMMUNICATIONS

- ☐ OnSolve alert (via Dispatch) to public safety partners and critical facilities.
- ☐ Email to all impacted customers.
- ☐ Press release.

PUBLIC INFORMATION OFFICER

- ☐ Distribute employee email.

PIO/DIGITAL COMMUNICATIONS LEAD

- ☐ Web alert
- ☐ Update microsite
- ☐ Facebook alert
- ☐ Twitter alert

ADMINISTRATIVE OFFICER

- ☐ Confirm all parties have recorded action in shared document.

KEY ACCOUNTS LIAISON

- ☐ Distribute email alert to key customers and Public Safety Partners.

AFN LIAISON

- ☐ Distribute email to CBOs

PSOM Event

A Public Safety Outage Management (PSOM) event is **not** a PSPS event. The execution of a PSOM event is determined solely by Liberty's power provider, NV Energy, not by Liberty. During a PSOM event, NV Energy shuts off power in one or more of its extreme or elevated fire-risk zones when certain environmental conditions are met, and an evaluation of risk is done with guidance from local emergency management teams and other stakeholders.

To the extent possible, Liberty will follow PSPS protocols regarding communications if an NV Energy PSOM event impacts Liberty's power lines and customers. The directions and actions included herein should only be activated when a de-energization event is issued by NV Energy. The label of "**PSOM Event**" would be applicable when NV Energy publicly announces plans for a de-energization event that disrupts Liberty service.

PSOM Assumptions

The following assumptions describe a typical environment in which communications for a **PSOM Event** would be activated in whole or in part:

- NV Energy communicates to Liberty that NV Energy will execute a PSOM event

Before Activating *PSOM* Communications

Coordinate with Operations to:

1. Identify geographic area/ portion of the grid at risk for de-energization
2. Identify circuits at risk for de-energization
3. Identify number of customers at risk for de-energization (segment customers by commercial, residential, medical baseline and AFN)
4. Identify critical facilities at risk of de-energization
5. Identify approximate time of de-energization event
6. Develop map highlighting the de-energization zone
7. Confirm locations of Community Resource Centers (CRC) with Operations team

NV ENERGY PSOM CONTACT: Timothy Hill, Timothy.Hill@nvenergy.com

NV ENERGY OPERATIONS CONTACT: Jesse Murray, Jesse.murray@nvenergy.com

NV Energy Notification Timeline:

- 4-6 days out from event:

An email notification with an external stakeholder form from NV Energy will be sent to Liberty contacts.

NV Energy Liberty has current contact information for the Liberty positions listed below:

Senior Director, Operations
Senior Manager, Wildfire Prevention
Emergency Manager
Sr Manager Customer Solutions
Manager, Billing/Customer Care
Communications Manager, PIO
Sr. Manager, Communications and Marketing

- 2-3 days out from event:

An email notification with an external stakeholder form from NV Energy will be sent to Liberty contacts.

***Information will be added to the email about additional communication to be held within 48 hours of the event.*

*** Liberty contacts that will be initially notified include:*

A Liberty representative is invited to NV Energy's Emergency Response Organization (ERO) calls or called to be told about the incoming weather.

***Liberty will confirm that they have been informed and will be available on the update call.*

- 0-2 days out from the event:

A daily call from an NV Energy POC to Liberty contacts to discuss the event and give the information below (as available).

Agenda

-Estimated de-energized time and duration

-Probability

-Impacted area or lines

-Liberty to identify a single POC for NVE to communicate directly with through the remaining steps of the event.

Communications Timeline and Tactics

In the event of an **NV Energy PSOM, to the extent possible**, Liberty may activate the following methods of communication over the duration of the de-energization event:

Tactics included in this category must be done daily for the duration of the PSOM event

Customize and distribute **an alert to the PSPS Team** notifying the group of NV Energy's PSOM event.

- **Responsibility:** Incident Commander

[7 AM/OR AS SOON AS NV ENERGY CONFIRMS POTENTIAL PSOM] Complete and submit PSPS Notification Form detailing the PSOM event. Call California State Warning Center at 916-845-8911 to confirm receipt.

- **Responsibility:** Regulatory Liaison

Customize and distribute **an email to Human Resources, Customer Service, Dispatch and Operations** to confirm staffing for the PSOM event. Detail the current conditions of the PSOM. Email Eric Schwarzrock.

- **Responsibility:** Incident Commander

Customize and distribute **updated talking points** to the CSRs in the local offices and New Hampshire, the Emergency Manager, Customer Solutions, and all field staff who may be approached by customers or members of the public.

- **Responsibility:** Public Information Officer

Customize and distribute **an email and OnSolve alert (via Dispatch) to public safety partners and critical facilities** within and immediately adjacent to the de-energization zone. **Linking to NV Energy communications on the PSOM event whenever possible and identify an NV Energy contact to provide to public safety partners.**

- **Responsibility:** Public Safety Partner Liaison
 - **Supporting Player:** Manager, Regional Communications

Customize and distribute **an email to elected and government officials** within and immediately adjacent to the de-energization zone detailing the factors that warrant de-energization, anticipated number of impacted customers (with emphasis on medical baseline and AFN customers), anticipated list of impacted critical facilities, CRC plans and next steps. **Link to NV Energy communications on the PSOM event whenever possible and identify an NV Energy contact to provide to public safety partners.**

- **Responsibility:** Key Accounts Liaison
 - **Supporting Player:** Manager, Regional Communications
 - **Supporting Player:** Manager II, Key Accounts

Customize and distribute an alert to key customers including commercial accounts, cities, towns, counties, schools, and chambers via personal call and/or email detailing the factors that warrant de-energization, anticipated number of impacted customers (with emphasis on medical baseline and AFN customers), anticipated list of impacted critical facilities, CRC plans and next steps. **Link to NV Energy communications on the PSOM event whenever possible and identify an NV Energy contact to provide to public safety partners.**

- **Responsibility:** Key Accounts Liaison and Manager II, Key Accounts
- **Supporting Player:** Manager, Regional Communications

Customize and distribute **an email to CBOs** within and immediately adjacent to the de-energization zone detailing the factors that may warrant de-energization, anticipated number of impacted customers, CRC plans and resources to help support sensitive customers. **Link to NV Energy communications regarding the PSOM event whenever possible.**

- **Responsibility:** Key Accounts Liaison

Customize and distribute **an alert to all potentially impacted customers** on the OnSolve alert system via Dispatch (text, email, and voice message) announcing the PSOM de-energization event and encouraging customers to take safety precautions. Include details regarding plans to activate CRCs throughout the service area. **Link to NV Energy communications regarding the PSOM event whenever possible.**

- **Responsibility:** Manager, Regional Communications

Customize and distribute **a press release** to local media outlets announcing the imminent de-energization event and encouraging customers to take safety precautions. Include information regarding plans to activate CRCs throughout the service area.

- **Responsibility:** PIO/Manager, Regional Communications

Customize and distribute **web alerts** to the appropriate community pages on the website announcing the PSOM de-energization event and encouraging customers to take safety precautions. Include information regarding any plans to activate CRCs in the service area. **Link to NV Energy messaging on the PSOM event whenever possible and link back to the utility's digital resources.**

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

Customize and distribute **an alert to Facebook and Twitter** announcing the imminent de-energization event and encouraging customers to take safety precautions. Include information regarding plans to activate CRCs in the service area. **Link to NV Energy messaging on the PSOM event whenever possible and link back to the utility's digital resources.**

- **Responsibility:** PIO/Digital Communications Lead
 - **Supporting Player:** Public Information Officer

[3 PM] Complete and submit PSPS Notification Form detailing the PSOM event. Call California State Warning Center at 916-845-8911 to confirm receipt.

- **Responsibility:** Regulatory Liaison

PSOM Checklist

Upon completion of each tactic listed in the PSOM section, please check off the respective box below.

INCIDENT COMMANDER

- ☐ Alert PSPS Team
- ☐ Email HR, Customer Service, Dispatch and Operations

REGULATORY LIAISON

- ☐ Email to CPUC
- ☐ Host a PSPS State Executive Briefing (1600/4 PM)

PIO/MANAGER, REGIONAL COMMUNICATIONS

- ☐ Email and OnSolve alert via Dispatch to public safety partners and critical facilities
- ☐ Email to all impacted customers
- ☐ Press release.

REGULATORY LIAISON

- ☐ Submit PSPS Notification form [0700 and 1500, or whenever there is a major change in the event]

PUBLIC INFORMATION OFFICER

- ☐ Distribute employee email.

PIO/DIGITAL COMMUNICATIONS LEAD

- ☐ Web alert
- ☐ Update microsite
- ☐ Facebook alert
- ☐ Twitter alert

ADMINISTRATIVE OFFICER

- ☐ Confirm all parties have recorded action in shared document.

KEY ACCOUNTS LIAISON

- ☐ Distribute alert to key customers and Public Safety Partners.

AFN LIAISON

- ☐ Distribute email to CBOs

General Education

Overview

The directions and actions included herein should be activated throughout the year to educate customers and other key audiences about Liberty's wildfire mitigation efforts, what would happen during a PSPS and how to prepare.

Communications Timeline and Tactics

To effectively communicate its wildfire mitigation and PSPS preparation efforts, Liberty should adhere to the below general education schedule, and continually develop fresh educational content across the below platforms:

	Daily	Weekly	Monthly	Bi-monthly	Quarterly
Social media		X			
Call-hold scripts	X				
Advertisements				X	
Bill inserts					X
Email					X
HOA articles/op-eds					X
Direct mail					X
Public meetings			X		
Stakeholder outreach					X
Public Safety Partner outreach					X
First Responder outreach					X
Critical Facilities outreach					X
CBO outreach					X

Ongoing Communications – To supplement formal outreach programs, Liberty shall customize and distribute WMP and PSPS-related educational materials in required languages through the following communications channels:

- Website
- Emails

- Community events
- Social media
- Printed materials.
- Videos
- Bill inserts
- Radio advertisements

Responsibility: Manager, Regional Communications

CBO Outreach – Liberty shall work with its CBOs to reach AFN customers throughout the service territory.

Keep current a toolkit to provide to CBOs: educational literature and articles translated into Spanish, Mandarin, Tagalog, Vietnamese, German, and French. The toolkit must also provide contact information so CBOs and AFN customers can reach out to Liberty with questions or to schedule presentations.

Responsibility: Manager, Regional Communications and Administrative Officer, CBO/AFN Liaison

PSPS Resources

Overview

The resources section includes the template outreach material referenced throughout the stages of the PSPS and general education sections. Template material is hyperlinked in its corresponding section of the playbook.

For this section, material is cataloged by type rather than PSPS stage.

- *Letters and emails*
- *Press releases.*
- *OnSolve alerts sent via Dispatch.*
- *Talking points*
- *Web posts*
- *Social media*
- *Miscellaneous print collateral*