



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

Emergency Communication Annex

to the Company Emergency Response Plan

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

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Document Control

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

Change Record

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

Section(s) Affected	Change	Date
Throughout	DPIO to APIO	6/22/2022
Throughout	LNO to LO	6/22/2022
Document Reviewers	Updated	6/22/2022
Document Approvers	Updated	6/22/2022
2.1.1.1.1	Third paragraph, added reference to COVID-19	6/22/2022
2.2, Fig 2-1	Updated	6/22/2022
2.3	Deleted reference to DPIO/ Gas Emergency Center	6/22/2022
2.3	Changed Customer Communications Writer to Assistant Writer	6/22/2022
2.3	Deleted Reference to Employee Communications Writer	6/22/2022
3.3	Last bullet, changed location of EOC to Vacaville	6/22/2022
4.1	Updated Gas Control Center phone number	6/22/2022
4.3	Changed Gas Incident On Call Representative to Gas Command Center	6/22/2022
Acronyms	Updated list	6/22/2022

Revision Log

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Reference Documents

Document Number	Title
EMER-3001M	Company Emergency Response Plan (CERP)

Document Preparer

Name	Position
[REDACTED]	Principal, Marketing and Communications
[REDACTED]	Director, Marketing and Communications

Document Reviewers

Name	Position
[REDACTED]	Director, Marketing and Communications
[REDACTED]	Manager, Emergency Preparedness & Response Strategy and Execution (reviewing for Angie Gibson on vacation)

Document Owner

Name	Position
[REDACTED]	Principal, Marketing and Communications

Document Approvers

Name	Position
[REDACTED]	Senior Director, Marketing and Communications

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 [REDACTED] is reviewing for [REDACTED] who is on vacation.

Change Request Form

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

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

Once a Bulletin is communicated, a copy will be placed under the respective Annex located in the GDL and be included as content in the next Annex update.

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1 Introduction

1.1 Purpose

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

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

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

1.2 Emergency Communications Annex Overview

This Annex provides a high-level overview of communications strategies and procedures during emergencies, and is a companion to the Emergency Communications Plan, also referred as the "Book of All Knowledge" (BOAK). That plan was developed by the Marketing and Communications, Public Affairs and Customer Care organizations. It is a comprehensive plan that contains the Marketing and Communications business continuity plan, detailed planning and process information and pre-approved content for staff to update as appropriate during or following an emergency or catastrophic event that severely impacts company operations.

1.3 Role of Marketing and Communications During Emergency Preparedness and Response

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

- Providing strategic communications counsel to the Incident Commander (IC)
- Preparing pre-approved messages for media, employees, customers, government and regulatory officials that can be shared immediately until approved safety and restoration information can be provided
- Ensuring plans and processes for all communication channels are current and efficient with a goal of being best in class
- Identifying and working with key stakeholders in operations and other lines of business where there is an interdependency for information and/or execution of

emergency communications, so they have a thorough and complete understanding of their role in the emergency communications plan

- Ensuring that media, employees, customers, government and regulatory officials receive approved, timely, accurate and consistent information related to PG&E's activities and restoration efforts

1.4 Annex Maintenance

PG&E's Emergency Preparedness and Response (EP&R) department is responsible for developing, updating, and maintaining the CERP and its Annexes in collaboration with the subject matter experts from the responsible lines of business. Please refer to section 1.6 (Plan Maintenance) of the [Company Emergency Response Plan \(CERP\) \(EMER-3001M\)](#) for information regarding document approval, revision, and periodic maintenance. After approval, the CERP and its Annexes are published in PG&E's Guidance Document Library (GDL). You can access the site here: <http://pgeweb.utility.pge.com/guidance>

2 Emergency Organization and Responsibilities

2.1 Emergency Facilities

There is no dedicated emergency communication center for public information. The Marketing and Communications/Public Information Officer team staffs multiple levels of Company Emergency Facilities, depending on the type and scope of incident.

The Emergency Operations Center (EOC) is located at the Vacaville Emergency Response Center, [REDACTED], Vacaville.

2.1.1 Primary and Alternate Positions

2.1.1.1 On-Call Teams

Eight teams (Alpha, Bravo, Charlie, Delta, Echo, Foxtrot, Golf, and Hotel) provide on-call emergency communications support over the weekend and between 1730 and 0830 during weeknights. On-call shifts are one-week long and rotate between teams every Monday. Weekend hours begin Friday at 1730 through Monday at 0830.

On-call expectations:

- Stay fit for duty
- Have your laptop with you (and be sure you have remote access with Virtual Private Network (VPN) or Citrix)
- Know (or have ready access to) the list of on-call Marketing and Communications personnel on your team
- Have Outage Management Tool (OMT) access on your laptop and phone
- Keep your PG&E cell phone charged with ringer on

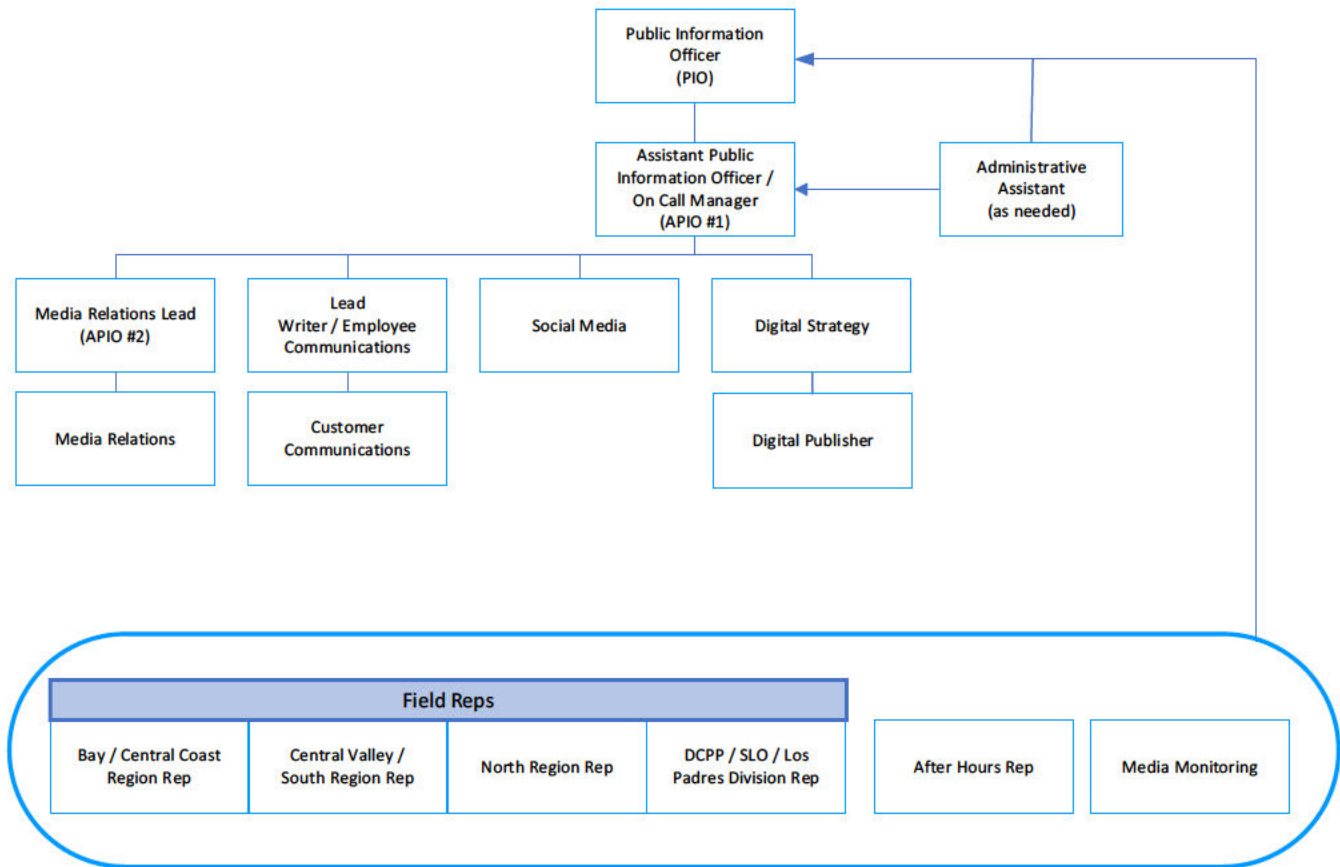
If a catastrophic event occurs, the next team on the on-call schedule will become the second or relief shift. All other teams on the on-call schedule are expected to report to the EOC as soon as possible. For example, if Charlie team is on-call when the EOC is activated after-hours for a catastrophic event, they are expected to report to the EOC within one hour. Delta team is expected to come in as the second shift to relieve Charlie team after the first operational period is over (typically every 24 hours, unless otherwise instructed by the Incident Commander). All the other teams are expected to report to the EOC as soon as they can. (Due to COVID-19 precautions, many of the shifts have been served remotely from 2020-2022.)

The following are brief descriptions of the PIO on-call team and roles. More detailed job aids for the following roles can be found in the Appendix.

2.2 PIO Emergency Communications Organizational Structure

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

Figure 2-1: Emergency Communications Structure



2.3 PIO Roles During an EOC Activation

Role	Responsibility
Public Information Officer (PIO)	Provides strategic communications counsel to the Incident Commander. Oversees the development and distribution of timely, accurate and consistent communications that are approved by the Incident Commander to ensure the company is speaking with “One Voice” during an emergency.
Assistant PIO / On-Call Manager (APIO #1)	Provides leadership, tactical, logistical and staff support as needed to ensure timely communications process and approval management.
Assistant PIO / Media Relations (APIO #2)	Provides strategic guidance and oversees support for sharing timely, accurate and consistent information with reporters, facilitating media availabilities, and managing media inquiries during an emergency.
Lead Writer	Oversees the development and distribution of approved news releases, talking points, Currents stories, executive communications, and various employee communications.

Role	Responsibility
Assistant Writer	Supports Lead Writer. Also, provides strategic communications counsel to the Customer Strategy Officer and supports the approval of outbound call scripts for customers, on hold messages for the contact center and talking points for Customer Care staff in the contact center and in the field.
Digital Strategy	Oversees the development and posting of timely, accurate and consistent information on PG&E's website during an emergency.
Digital Publisher	Executes the development and posting of timely, accurate and consistent information on PG&E's website during an emergency.
Social Media Lead	Provides strategic guidance and oversees support for managing PG&E's social media channels during an emergency including Twitter, Facebook, Instagram and Currents.
Planning and Intelligence (P&I) Liaison	Works with the P&I Section in the EOC to collect information, escalate issues and followthrough on data requests for PIO staff.
Media Rep: Bay/Coast	Focus areas: San Francisco, North Bay, East Bay, Diablo, Mission, San Jose, DeAnza, Peninsula divisions Reports to the local emergency center or key field location(s) to provide onsite media relations support and checks in with the operations supervisor on scene.
Media Rep: North	Focus areas: Sonoma, Humboldt, North Valley, Sierra, Sacramento divisions Reports to the local emergency center or key field location(s) to provide onsite media relations support and checks in with the operations supervisor on scene.
Media Rep: South	Focus areas: Yosemite, Fresno, Kern, Stockton Divisions Reports to the local emergency center or key field location(s) to provide onsite media relations support and checks in with the operations supervisor on scene.
Diablo Canyon Power Plant (DCPP) and Los Padres Division PIO	Focus areas: DCPP, Los Padres Division Reports to the local emergency center or key field location(s) to provide onsite media relations support and checks in with the operations supervisor on scene.
Customer Strategy Officer (CSO) and staff	Provides strategic guidance to the Incident Commander regarding customer communications and support during emergencies including outbound calls, contact center operations, customer support strategies in the field and support for critical and essential customers.
Liaison Officer (LO) and Staff	Provides strategic guidance to the Incident Commander regarding communications, support and coordination with government, regulatory and community-based agencies, including the Red Cross and County Offices of Emergency Services.

2.3.1 Call-Out Procedures

Name of Process:	Business Continuity Reporting for Duty
Process Owner:	Marketing and Communications Operations Team
Process Purpose:	This process describes how Public Information Office on-call staff should report in for duty during an emergency event.
Process Scope:	This process includes reporting for duty in-person or remotely. This process applies to after-hours, weekends and holidays.
Process Input:	Catastrophic event has occurred
Process Boundaries:	This process is to be used when a major disaster (earthquake, tsunami, communication tech down) has occurred. It is for Corporate Relations staff to inform their supervisor that they are alive and able to report for duty.
Process Requirements:	<ol style="list-style-type: none"> 1. An emergency has occurred 2. Staff contact information 3. Ability to contact staff via phone, email, text message
Process Flow:	<ol style="list-style-type: none"> 1. A catastrophic event has occurred (earthquake, tsunami, when a disaster disables communications systems) 2. PIO team to determine: <ul style="list-style-type: none"> • Am I safe? Is my family safe? • Is my home safe? • If yes to these questions, notify supervisor via phone, text message and email: <ul style="list-style-type: none"> ○ Confirm okay or not okay ○ Reporting for duty or not reporting for duty (regardless if on-call or not) ○ Going to XXXX PG&E facility (primary or secondary emergency reporting location or another PG&E facility that is safe) ○ SAMPLE: OKAY, REPORTING IN, LOCATION: XXXX • If no to these questions, stay safe and keep lines of communication open 3. Supervisor to respond confirmation of text or email and inform whether to report in <ul style="list-style-type: none"> • If no response from supervisor within 30 minutes, then report to your Director 4. Director to respond confirmation of text or email <ul style="list-style-type: none"> • If no response from director within 30 minutes, then report to Senior Directors 5. Senior Directors confirm receipt of text or email <ul style="list-style-type: none"> • Determine if PIO staff needs to report to their geographic primary or backup location regardless of being on-call or not
	Note: If company systems are down, contact supervisor via personal email, cell phone and text message. In a complete tech down situation, follow tech down processes.
Process Output:	<ol style="list-style-type: none"> 1. List of employees that have reported in by the first hour (accounted and unaccounted) 2. Employee safety and location 3. Communication channels that are available
Exceptions to Normal Process Flow:	Refer to assumption #2 regarding internet and cellphone access.
Control Points and Measurements:	Understanding of how employees should report that they are alive and can report in for duty following a catastrophic event

Related Processes:	<ol style="list-style-type: none">1. Business Continuity Plan2. Emergency Event Notification3. Staff Activation
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3 Concept of Operations

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

3.1 Emergency Communications Strategy Development

Name of Process:	Emergency Communications Strategy Development
Process Owner:	Electric Communications
Process Purpose:	This process describes how the emergency communications strategy is developed during an emergency event by the Public Information Officer (PIO), Customer Strategy Officer (CSO) and Liaison Officer (LO).
Process Scope:	The scope includes developing an emergency communications strategy during an event.
Process Input:	The following need to be defined: <ul style="list-style-type: none"> • Strategic objectives: proactive, timely, relevant • Stakeholders • Current perception of public safety, restoration progress, overall response efforts • Specific messages • Communication channels, schedule and frequency • Reporting and metrics • Next steps (if needed)
Process Boundaries:	This process begins when the IC activates the EOC and ends when Corporate Relations on-call staff report in for emergency communications duties.
Process Requirements:	<ol style="list-style-type: none"> 1. Updated event information and impacts 2. Restoration status

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

3.2 Readiness

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

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

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

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

3.3 Readiness Expectations

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

Personal assessment and checklist:

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

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4 Coordination and Communication

The PIO team develops messaging/content based on updated event information in coordination with CSO and LO after command staff meeting.

1. PIO shares messaging with IC for approval
2. IC approves or edits messaging
3. Approved – continue to next step
4. Make edits – return to step 1 until IC approves
5. If IC-directed changes/edits to Talking Points are not processed during a shift (i.e., new Talking Points are not distributed with the changes/edits), then the Deputy PIO will provide specific direction in his/her transition note and during the transition call to ensure that the incoming PIO EOC team is aware of and will process these edits into the next set of Talking Points.
6. PIO and APIs share approved messaging with PIO, CSO, and LO teams and Incident Commander, Senior Leadership.
7. Corporate Relations All Employees, On-Duty CSO Staff, On-Duty LO Staff
8. Corporate Affairs All Employees.
9. Separate Email: EoT
10. The PIO team shares messages via various communication channels (phone calls to reporters, social media content, employee notes, customer Interactive Voice Response (IVRs), etc.)

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

4.1 Thresholds for Regulatory Reporting

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

Electric Incident Reporting Line: 1-415-973-2782
Gas Control Center: 1-925-244-4200

4.2 Electric Incident Reporting Policy

If the utility receives calls from three separate media outlets (includes television, radio, print, online and wire services) within 12 hours of an electric incident, and/or there exists a reasonable expectation that an event will garner media coverage because of one or more unique circumstances, excluding storms, the External Communications department will notify the Electric Incident On-Call Representative, who in turn will decide whether to notify the California Public Utilities Commission (CPUC).

The Electric Incident On-Call Representative will also be contacted if, during normal business hours, the utility's media monitoring personnel capture three internet stories on media outlet web sites within 12 hours of an electric incident. (A media outlet web site includes any website operated by a television, radio, print or online media company.)

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

4.3 Gas Incident Reporting Policy

If the utility receives calls from three separate media outlets within 12 hours of a gas incident, and/or there exists a reasonable expectation that an event will garner media coverage because of one or more unique circumstances, the External Communications department will notify the Gas Command Center, who in turn will decide whether to notify the CPUC.

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

4.4 Generating Station Incident Reporting Policy

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

5 Training and Exercises

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

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

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

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

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

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

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6 After-Action Reports

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

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

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7 Appendices

Appendix A, Acronyms

Appendix B, Contact / Notification Lists

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

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Appendix A. Acronyms

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

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Appendix B. Contact / Notification Lists

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

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

Refer to BOAK for all Job Aids.

C.1 Emergency Center Activation Checklists

C.2 Emergency Center Primary and Alternate Location

C.3 Conference Call Agendas for Activation

C.4 Intelligence Summary Template and Instructions

C.5 After Action Report Template and Instructions

C.6 Outage Management Tool

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