

# Emergency Communications

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Powering forward. Together.



# SMUD System Characteristics

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- SMUD's Service area is 900 square miles
- Population served is 1.5 million
- 626,500 customers
- 2200 employees
- 477 miles of transmission
- 10,000 miles of distribution
- 2,200 MW of generation, comprised of:
  - Local Thermal (50%)
  - Hydroelectric (20%)
  - Purchased Renewable and Hydro (15%)
  - Other Purchased Power Resources (9%)
  - Solar and Wind (6%)

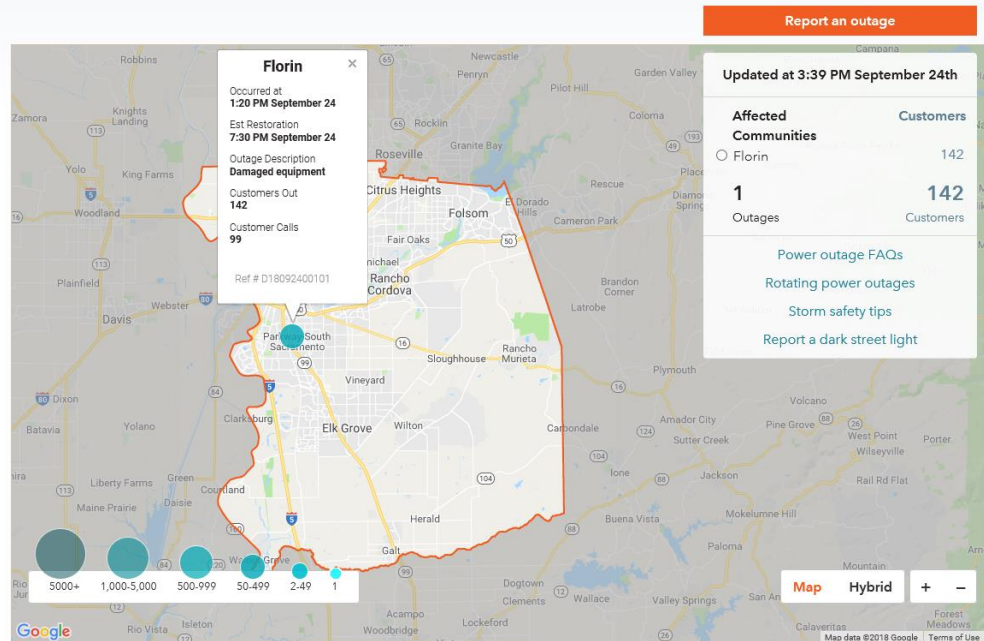


# Customer Communications

## Customer Communication Systems

- Pre-event: PSAs, website, social media, email, pre-season readiness education
- Proactive event communications when outages occur
- Interactive outage reporting and monitoring multiple ways: IVR, contact center, website, mobile device, social media, text/chat, in person
- Multiple communications technologies using customer preference center approach

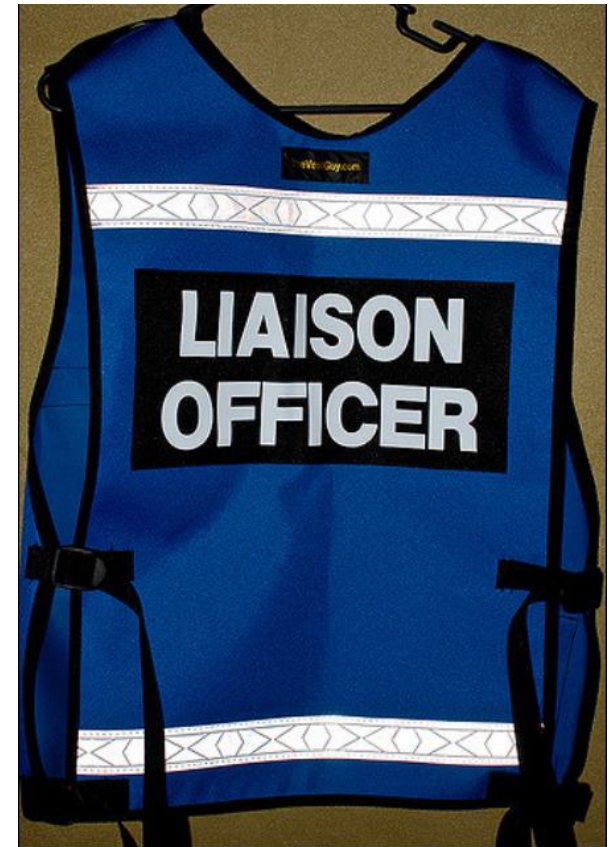
## Outage Map



# Partner Communications

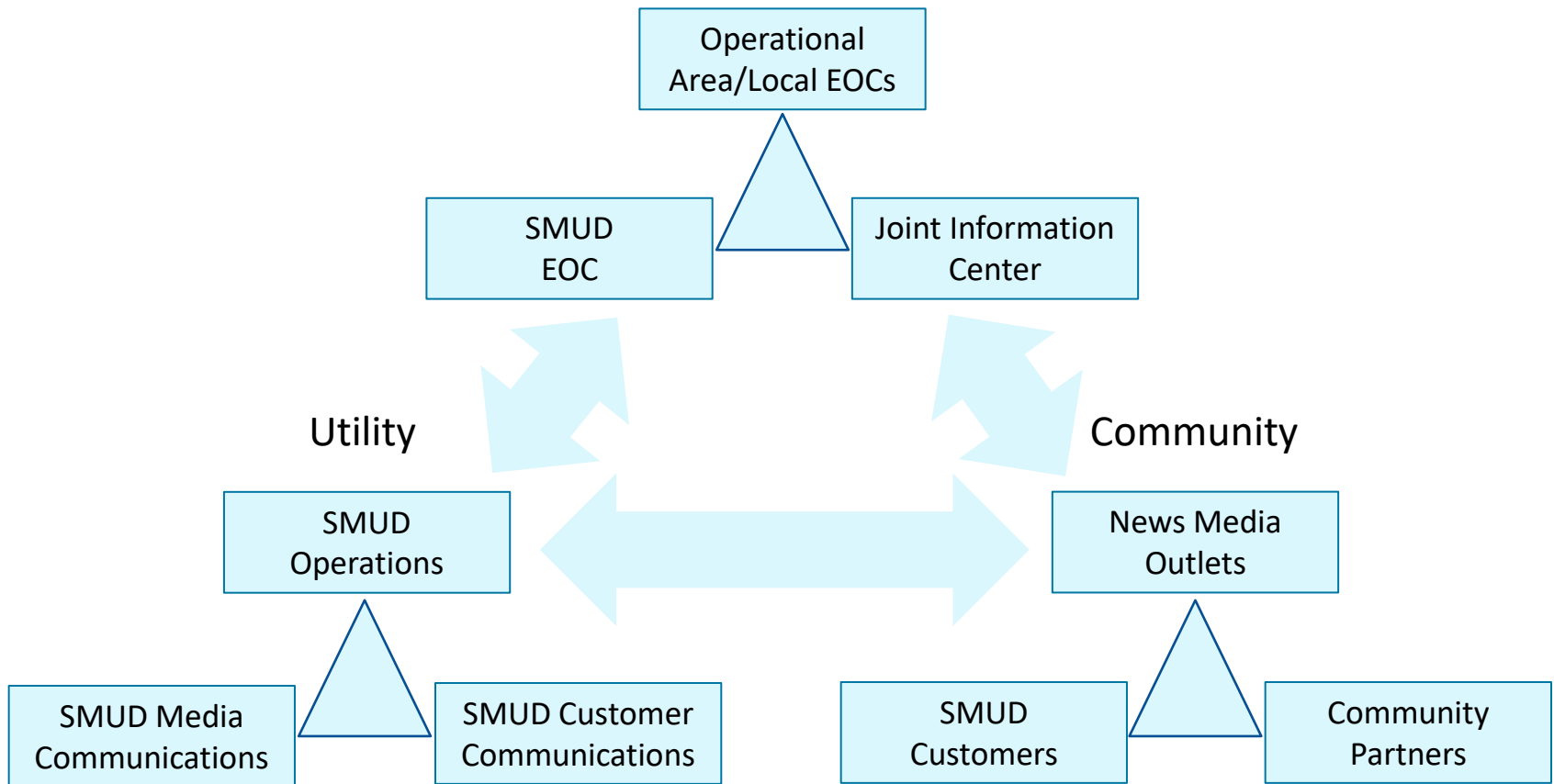
## Partner Communication Strategies

- Emergency Preparedness staff link between utility operations and local government emergency operations
- Actively engage in Operational Areas for mutual planning, training, and exercises
- Contribute in pre-event coordination as emergency allows
- Share information with partners via WebEOC, emails, telephone calls, face-to-face
- Provide Agency Liaison Officers to local IMTs and EOCs
- Allow Agency representatives into SMUD's EOC
- Participate in Joint Information Centers when established



# Response Coordination

## Emergency Management





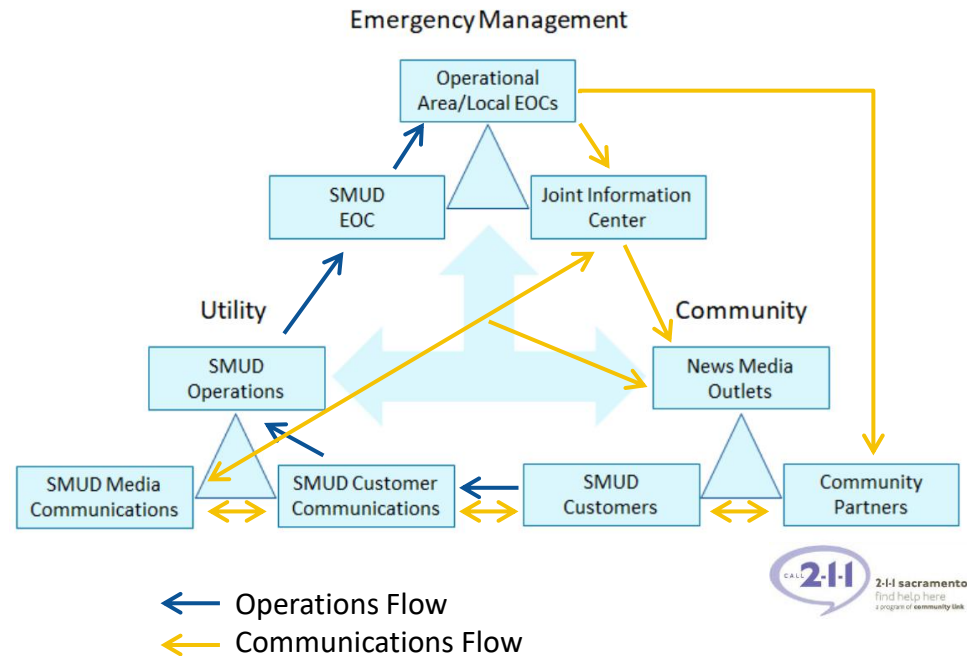
# Response Communication Example

## February 2017 Winter Storms



### Customer Side Damage, normal process

- Storm damage, February 15-17, 2017
- President's Day weekend, February 18-20, 2017
- Re-energize after inspection, February 21-24, 2017



Communication/Coordination = Expedited Restoration



# Questions

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## Contact Information

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