

Empire Electric Association, Inc.

Member Outage Notification Procedure

Purpose: To outline the communication actions to be taken to inform members regarding electricity outages on EEA's grid.

I. Procedure for Unplanned Outages

A. When an unplanned outage occurs during Head Quarters (HQ) business hours:

1. System Operations (Sys Ops) calls Consumer Services Coordinator (CSC) to provide details when safe to do so
 - a) *Provide location, cause if known, estimated time to power restoration, and any known critical services (hospital, law enforcement detention facility, domestic water supply, Critical Care meters, etc.)*
 - b) *CSC provides information to Member Engagement Manager (MEM) via email or phone call*
 - c) *MEM posts information to eea.coop web site ALERT banner on home page and social media accounts and makes a phone call to critical services*
2. When power restored, Sys Ops calls CSC to update
3. CSC passes update to MEM
4. MEM updates web site ALERT banner on home page and social media accounts and makes a phone call to critical services
5. MEM determines if outage warrants press release and if so creates and distributes press release
 - a) *Criteria for press release includes number of meters impacted, sensitive services, or opportunities for public safety awareness*

B. When an unplanned outage occurs outside of HQ business hours:

1. Sys Ops calls MEM to provide details when safe to do so
 - a) *Provide location, cause if known, estimated time to power restoration, and any known critical services*
 - b) *MEM posts information to eea.coop web site ALERT banner on home page and social media accounts and makes a phone call to critical services*
 - c) *MEM notifies EEA's contract call center, Cooperative Response Center, Inc. (CRC), via email of outage*
2. When power restored, Sys Ops calls MEM to update
3. MEM updates CRC and changes web site ALERT banner on home page and social media account messaging as appropriate and makes a phone call to critical services

4. MEM determines if outage warrants press release and if so creates and distributes press release
 - a) *Criteria for press release includes number of meters impacted, sensitive services, or opportunities for public safety awareness*

II. Procedure for Planned Outages

A. When an outage must happen with less than 24 hours' notice during normal HQ business hours:

1. Sys Ops calls MEM and provides outage information to include start time, duration estimate, purpose, location, and known critical services
2. MEM emails Member Services email list and CRC with details
3. MEM posts information to eea.coop web site ALERT banner on home page and social media accounts and makes a phone call to critical services
4. If time is available, MEM records phone message and uses phone system to inform impacted Members of coming outage
5. Sys Ops keeps MEM informed of any changes and when outage begins and ends
 - a) *MEM updates Member Services, CRC, and social media accounts if outage information changes, when the outage begins, and when the outage is completed and makes a phone call to critical services*

B. When an outage must happen with less than 24 hours' notice outside of normal HQ business hours:

1. Sys Ops calls MEM and provides outage information to include start time, duration estimate, purpose, location, and known critical services
 - a) *MEM emails CRC with details*
 - b) *MEM posts information to eea.coop web site ALERT banner on home page and social media accounts and makes a phone call to critical services*
2. Sys Ops keeps MEM informed of any changes and when outage begins and ends
 - a) *MEM updates CRC, critical services, and social media accounts if outage information changes, when the outage begins, and when the outage is completed*

C. When an outage must happen with more than 24 hours' notice:

1. Sys Ops calls MEM and provides outage information to include start time, duration estimate, purpose, location, and known critical services
 - a) *MEM emails Member Services email list and CRC with details*
 - b) *MEM creates press release if appropriate to provide advance notice to Members*
 - (1) *Criteria for press release includes number of meters impacted and sensitive services*

- c) MEM coordinates with appropriate civil authorities and impacted critical services*
 - d) MEM prepares information to be posted web site ALERT banner on home page and social media accounts*
 - e) MEM records phone message and uses phone system to inform impacted Members of coming outage at appropriate time*
- 2. Sys Ops keeps MEM informed of any changes in the schedule or scope of the planned outage
- 3. Sys Ops provides final updates 72 hours prior to the planned outage
 - a) MEM initiates phone calls 24 hours prior to planned outage to include reminder to critical services*
 - (1) MEM reviews call completed list to ensure Critical Care meter calls were answered and attempts to make contact for unanswered notification calls
 - b) MEM updates web site ALERT banner on home page and social media accounts with planned outage information*
- 4. Sys Ops keeps MEM informed of any changes and when outage begins and ends
 - a) MEM updates Member Services, CRC, critical services, and social media accounts if outage information changes, when the outage begins, and when the outage is completed*