

Portland General Electric

Wildfire Communications Toolkit

PGE is actively reaching out to customers as wildfire season approaches, sharing preparation information and steps we're taking to be ready. We have packaged messaging and communications collateral for you to share with your audiences.

You are free to use the information on your website, in newsletters and on your social media channels. If you have any questions about these materials, please contact PGE's Communications team: pgecommunications@pgn.com.

NOTE: In the event that our region experiences extreme weather conditions that may lead to a Public Safety Power Shutoff (PSPS), PGE will share event-specific information over multiple channels, including via portlandgeneral.com, PGE's social media channels, through FlashAlert and outreach to PIOs, Public Safety Partners and media in affected areas.

ONLINE RESOURCES

[Wildfire Safety and Prevention](#) (PGE website)

This webpage contains information relevant to preparedness activities, PGE's Wildfire Mitigation Plan and FAQs about how to prepare for wildfire, programs and initiatives PGE is implementing to mitigate wildfire risk and wildfire safety system settings.

[Public Safety Power Shutoffs \(PSPS\)](#) (PGE website)

This page is dedicated to PSPS-specific information, how it works, what to expect, and why PGE would need to call one. Customers can access the interactive PSPS map, PSPS-specific FAQs and additional PSPS information in multiple languages.

Oregon's Department of Emergency Management has resources for businesses, including a [checklist](#) to help think through preparedness steps, what to do during and immediately after a disruptive emergency event and ways to recover.

FEMA provides a [planning guide for businesses](#) that includes a range of planning tools, including power outage toolkits and a [guide specifically designed for healthcare facilities](#).

The Regional Disaster Preparedness Organization recently created the [Critical Safety Messages](#) page, which provides over 260 messages covering 16 topics in 28 languages. You can use these messages to create social media content, emergency alerts, website information and educational flyers before and during natural disasters and other emergencies.

COLLATERAL

These are documents you can print and share or post on your website. You can find these documents and additional content for download on our [Wildfire Safety and Prevention](#) page.

Wildfire one-pager

This provides an overview of PGE's year-round focus on wildfire protection and steps customers can take to get prepared.

5 Steps of a PSPS

This document highlights the general steps of a Public Safety Power Shutoff (PSPS) to help set expectations and educate customers on how a PSPS works.

APPROVED COPY

Please feel free to share this information with your respective audiences via email, newsletter, social media or your website.

How is PGE preparing for wildfire season?

PGE plans and prepares year-round for inclement and extreme weather conditions. In historically wet, mild Oregon, summers are getting hotter and drier, resulting in longer fire seasons. Regardless of the season or time of year, everyone has a part to play when it comes to readiness.

PGE proactively implements measures to reduce wildfire risks. These mitigation efforts, which are outlined in the company's 2024 Mitigation Plan, are designed to protect people, property and public spaces, and include system hardening investments, enhanced tree and brush clearing in high fire risk areas, operational changes to the electric system and expanded situational awareness.

Web / Social Media copy

If you're a PGE customer, learn how to stay in the know, make a summer outage kit and have a plan. Check PGE's [interactive map](#) to see if your home or business is in an area at a higher risk for wildfire or a Public Safety Power Shutoff (PSPS). Visit portlandgeneral.com/wildfire for more information.

Newsletter copy

The summer months bring an increased risk of wildfire, and extreme weather conditions could lead to a Public Safety Power Shutoff, also known as a PSPS. Everyone has a role to play when it comes to being prepared. If you're a PGE customer:

- **Make a plan** to keep your business or family safe during an outage, especially if a medical condition or water for livestock or crops requires electricity. Know where you'll go if you need to relocate.
- **Create an outage kit** by gathering what you'll need to keep employees, customers and your family safe if power goes out. Make sure your employees and family members know where to find it.
- **Stay in the know** by updating your email address and phone number on your PGE account so they can stay in touch in the event of an outage.
- Find information and resources at portlandgeneral.com/wildfire.