

Public Safety Power Shutoff

Updated: DATE



Communications plan overview: SUMMARY

Objective: To communicate transparently and openly with PNM customers in the event of a public safety power shutoff (PSPS) due to wildfires. The communications plan follows all operations protocols and required regulatory notifications (Reliability Entity, etc). This plan prioritizes 1) customer safety, 2) wildfire impacts on customers or their electricity, 3) calls to action for impacted and non-impacted customers, and, where appropriate, PNM’s mitigation of environmental impacts. The key will be to segment and target communication based on customer impact while informing all customers of the ongoing emergency event.

Key Strategies

Best Practices	<ul style="list-style-type: none">▪ Use language that is easy to understand to promote safety and increase awareness of the event.<ul style="list-style-type: none">○ Demonstrate PNM is being proactive and is prepared for an event that causes an emergency power shutoff.○ Acknowledge that we do not take the decision to turn off power lightly.○ Emphasize that the safety of our communities and the environment is a top priority.○ Provide demonstrated proof of PNM’s commitment to safety.○ Outline customer actions, results of inaction, and opportunities for customers not impacted by the wildfire to help.▪ Acknowledge potential negative messaging to the decision and reiterate that customer safety and environmental safety is the driver of any decision we make.
Focused Audiences	<ul style="list-style-type: none">▪ Launch integrated campaign to provide frequent and relevant information to the public and customers.<ul style="list-style-type: none">○ Coordinate with regulatory/governmental/tribal leaders/first responder direct contacts and required filings/communications○ Mass media (TV, radio)○ Social media○ Print media○ Hospitals/police/fire/governmental customers○ PNM Customer Communication Channels including:<ul style="list-style-type: none">▪ Website▪ Interactive Voice Response (IVR)▪ Automated Robo-calls

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- Text messaging
- Emails
- **Enlist employees as ambassadors and provide stakeholder-focused employees with approved messaging and direction as they communicate with the public.**
 - Aligned talking points
 - Interoffice memos
 - Webex meetings with stakeholder-focused employees
 - Webex, phone, email, and in-person discussions with key category 1 employees including operations teams (especially linemen) to ensure they have the approved communication messaging and direction from Corporate Communications

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Detailed Communication Plan and Timing

Audience	Sub-Strategy	Key Message	Channel(s)	Date/time	Owner
All Stakeholders and local press	Get ahead of the story; reiterate that the safety of communities and the environment is a top priority. Be transparent about the event and what PNM is doing.		Press release and radio interviews		
Message to customers	<p>Safety, Safety, Safety</p> <p>Demonstrate PNM is being proactive and is prepared for an event that causes an emergency power shutoff.</p> <p>Acknowledge that we do not take the decision to turn off power lightly.</p> <p>Emphasize that the safety of our customers and the environment is a top priority.</p> <p>Provide demonstrated proof of PNM's commitment to safety.</p> <p>Outline customer actions, results of inaction, and opportunities for customers not impacted by the wildfire to help.</p>	See appendix	Media and Socials		

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ABQ Journal readers	ABQ Journal exclusive to help explain the event and what lead to the decision for PNM to shut off power		ABQ Journal		
Employees, Key stakeholders	Inform stakeholders and employees so we continue to show strong support in the community		Stakeholder outreach One-on-ones Office Memos Newsletter		

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STEP ONE: USE CUSTOMER LANGUAGE THAT CUSTOMERS CAN EASILY UNDERSTAND—that outlines the key elements of this decision.

- Message: PNM has made the decision to initiate an emergency power shutoff due to the wildfire event in X LOCATION. We do not make this decision lightly, and the safety of our customers, communities, and environment is a top priority.
- Do NOT use jargon or technical language
- Ensure appropriate regulatory/investor/first responder disclosures are initiated

STEP TWO: PRODUCE NEWS RELEASES, NEWSLETTERS, AND STAKEHOLDER COMMUNICATIONS BASED ON THE SPECIFIC EVENT

- Ensure that Operations and Communications are in lockstep on procedures.
- Talking points created for coms, GA, Account Managers, CEAs, etc.
- Create a press release specific to the event, and align with Reg-FD compliant disclosures (investor release or SEC filing).

STEP THREE: GET OUT MESSAGE

- Internal folks first
 - Power Ops and key WPM (subject to FERC restrictions)
 - Disclosure Communication Team (Communication, Legal, SEC Reporting, Investor Relations)
 - Regulatory
 - Governmental Affairs
 - Tribal Relations
 - Customer Service

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- Account Reps
- Local release
- Employee memo
- Social media posts
- Website updates
 - Banner on homepage
 - Webpage

STEP FOUR: KEEPING EVERYONE UPDATED

- Ensure that PNM is following the event, paying attention to detail, giving truthful and transparent updates on when power could be back on
 - This will be based on the size and location of the event.

STEP FIVE: CONTINUE TO MAINTAIN CONTROL OF THE MESSAGE; THIS WAS/IS THE RIGHT DECISION FOR THE SAFETY OF OUR CUSTOMERS.

- Albuquerque Journal balanced article
- Santa Fe New Mexican balanced article
- Updates on TV news and radio

APPENDIX: STAKEHOLDER OUTREACH

Stakeholder	Contact		
Tier 1: Proactive and early engagement		Tier 2: Media “blitz” upon announcement	

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Stakeholder
Albuquerque Journal
Santa Fe New Mexican
Associated Press
NM Political Reporter
Local TV: KOB, KOAT, KRQE

Richard Eeds Show
TJ Trout Show
Associated Press
NM Political Report

Tier 3: Additional media to update and engage
Santa Fe Reporter
Albuquerque Business First
The Paper
E&E News
Industry Dive
Environmental Media: Green Blogger, Green Fire Times, SW Green Chamber, Las Cruces Green Chamber

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Press Release



FOR IMMEDIATE RELEASE: Day, Month, X, 2023

Media contact: Your Name, 555-555-5555; Your.EmailAddress@pnm.com

PNM activates public safety power shutoffs during state's wildfire threats

Impacted customers advised to utilize emergency kits, charge phones, keep refrigerators closed

(Albuquerque, NM) – With a strong commitment to ensuring community safety, PNM announced today the activation of public safety power shutoffs in high-risk areas as a preventive measure against the increasing wildfire threat in [TOWN].

**PUBLIC SAFETY POWER SHUTOFF**

PNM has restored power to affected customers following a Public Safety Power Shutoff in the area of (enter area). Thank you for your patience as this was necessary to reduce the potential risk of a wildfire ignited by energized powerlines. Public safety is PNM's top priority and we did not take this decision lightly. For more information about the Public Safety Power Shutoff, visit PNM.com

For more information visit PNM.com



Pat Vincent-Collawn, President of PNM Resources, emphasized the importance of these efforts. "Intentionally turning off the power is not a common practice and is not taken lightly. Wildfires have the potential to cause significant damage to life and property. By proactively implementing public safety power shutoffs, we are taking responsible steps to reduce the risk of electrical equipment igniting wildfires during times of elevated fire danger."

PNM collaborates closely with fire agencies, emergency management offices and law enforcement while considering multiple factors when deciding to activate public safety shutoffs. This includes weather conditions, historical fire data, and fire danger ratings, enabling the utility to make informed decisions to protect communities.

Wesley Gray, PNM Operations Director, highlighted the rationale behind these actions. "PNM has never had to do a public safety power shutoff and shutting off power to customers is the last thing

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we want to do. But it is very necessary in this case. Our priority is to safeguard our customers and communities. Public safety power shutoffs are a necessary tool to prevent electrical infrastructure from becoming a potential ignition source in high-risk areas, helping to minimize the wildfire risk. PNM will cancel this public safety power shutoff, when it is determined to be safe to do so."

Customers residing in areas identified as high fire risk zones, such as in [TOWN, TOWN] (communities near the Bosque) are encouraged to stay informed, have emergency plans in place, and take necessary precautions to mitigate the impact of potential power outages.

- Keep refrigerator or freezer doors closed as much as possible to keep food cold.
- Buy dry or block ice to keep the refrigerator as cold as possible if the power is going to be out for more than four hours.
- Build or restock your emergency preparedness kit, including food, a flashlight, batteries, cash, and first aid supplies.
- Make sure you have alternative charging methods for your phone or any device that requires power and be sure to charge cell phones and any battery-powered devices.
- Know where the manual release lever of your electric garage door opener is located and how to operate it in case you need to leave your home.
- Keep at least a half tank of gas in your car. Gas stations rely on electricity to power their pumps.
- If you or a family member uses medical equipment that requires electricity, talk to a doctor or health care provider about how you can prepare for its use during a power outage.



PNM remains committed to open communication and timely updates to affected customers. For the latest information on public safety shutoffs and wildfire preparedness, please visit PNM.com or follow us on PNM Facebook and Twitter pages.

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About PNM

With headquarters in Albuquerque, PNM is the largest electricity provider in New Mexico, serving nearly 550,000 customers in dozens of communities across the state. PNM strives to create enduring value for customers, communities and shareholders built on a foundation of Environmental, Social and Governance Principles. At the core of our business, we are focused on our vision of creating a clean and bright energy future, our purpose of working together with our customers and community to serve their energy needs, and our values of safety, caring, and integrity. Visit PNM.com for more information.

###

Media Statements

Wildfires pose a significant threat, especially during extreme weather conditions. Effective today at [time/immediately], PNM is implementing a Public Safety Power Shutoff in the area of [town/part of town] to reduce safety concerns with power lines in the area. PNM collaborates closely with local, state, federal and tribal authorities and considers multiple factors when deciding to activate public safety shutoffs. This includes weather conditions, historical fire data, and fire danger ratings, enabling the utility to make informed decisions to protect communities. Historically, PNM has never had to do a public safety power shutoff before, and the decision to do so now is not taken lightly. In this case, we have determined this course of action is very necessary as part of our responsibility to safeguard our customers and communities. Public safety power shutoffs are an essential tool to prevent electrical infrastructure from becoming a potential ignition source in high-risk areas, helping to minimize wildfire risk or further impacts.

Customers in [TOWN] are encouraged to stay informed, have emergency plans in place, and take necessary precautions to mitigate the impact of this public safety power shutoff. Keep your refrigerator or freezer doors closed as much as possible to keep food cold. Buy dry or block ice to keep the refrigerator as cold as possible if the power is going to be out for more than four hours. Build or restock your emergency preparedness kit, including food, a flashlight, batteries, cash, and first aid supplies. Make sure you have alternative charging methods for your phone or any device that requires power and be sure to charge cell phones and any battery-powered devices. Know where the manual release lever of your electric garage door opener is located and how to operate it, in case you need to leave your home. Keep at least a half tank of gas in your car. Gas stations rely on electricity to power their pumps. If you or a family member uses

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medical equipment that requires electricity, talk to a doctor or health care provider about how you can prepare for its use during a power outage.

Once this public safety power shutoff begins, it is not yet known how long the power will be out. In a wildfire, conditions can change rapidly. It is good to be initially prepared for extended hours without power. As fire crews continue working and we learn more, PNM will work to bring power back to customers as soon as it is determined safe to do so." The next update will be in 1-hour at [location]. Please also visit PNM.com or PNM Facebook and Twitter pages for the latest updates.

Implementing PSPS and communicating

When Corporate Communications learns that a PSPS is going to occur, we will distribute that information to other departments who will get questions from customers and or their stakeholders. These departments are:

- Regulatory
- Government Affairs
- Tribal Affairs
- Account Management
- Customer Service

We will send out information learned via our EZ Texting distribution to the group that we communicate with when outages occur.

We will reach out directly to Laura Sanchez, Cathy Newby, Elisha Saavedra-Torres, Mark Fenton and Belinda Ready so they are aware. We realize that this particular incident will be event- and location-specific. Because of this, we have divided up talking points to account for the different groups. See below:

Talking Points for GA, Tribal, Account Management/Regulatory

Intro

- I wanted to make you aware that later today we will be starting public safety power shutoffs, which will impact (#) PNM customers throughout the (AREA) region of New Mexico.

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- I'd like to share with you why this decision was made, what it means for our customers, as well as provide you with a few tools to help navigate this with your (business, constituents, region).

Why the decision was made

- We try to plan for every scenario, and this wildfire mitigation effort is no different. Since the wildfires started, we have been constantly monitoring the areas, potential impacts on our customers, how close the fires are to our system, and what the status of the fire is—whether it is spreading or whether firefighters have been able to reduce the fire risk.
- (Alternative language) We try to plan for every scenario, and this wildfire mitigation effort is no different. To prevent a wildfire from being potentially started by power lines, we have been constantly monitoring the conditions in the area(s), assessing the potential impacts on our customers, and interpreting the current area weather forecasts, We are collaborating closely with local emergency officials and considering multiple factors when deciding to activate public safety shutoffs. This includes weather conditions, historical fire data, and fire danger ratings, enabling the utility to make informed decisions to protect communities.
- Historically, PNM has never had to do a public safety power shutoff, and any decision to turn off power to customers is not taken lightly.
- As the conditions have continued, we have made a decision that puts our customers' safety first and the public safety power shutoffs do exactly that.
- By preventing the power from flowing on our system throughout the highest-risk wildfire territory, we are reducing the potential fire hazard from wind and vegetation—and keeping our customers safe from an event like was seen in Hawaii in 2023.
- The public safety power shutoffs could have an extended hours impact on our customers, but taking no action could endanger the public, risking life and property.

What the decision means for our customers

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- This decision means that at (TIME) (DATE), (#) customers in the (AREA) will be without power for (DURATION). These outages are specific to high-fire risk areas due to existing fire/high winds.
- The Public Safety Power Shutoffs will be immediately restored as we see risk, wildfire size and spread lessen/winds subside.

Tools / Resources

- Any time without power is frustrating. These efforts are being made for the safety of our customers, communities and employees.
- We have set up a public website that will list all affected areas and projected restoration times, which will depend on local fire services. That site is at PNM.com/Wildfires.
- We will also provide hourly updates on the PNM Facebook social media page that will include estimated restorations and the status of the public safety power shutoffs.
- Our customer service team is also available to help. We are asking customers not impacted by the fire to reach out to us via Live Chat or text so that we can keep the lines open to customers impacted by these shutoffs.

What we are asking our customers

- All customers are encouraged to stay informed and check on their neighbors, friends or family who may be impacted.
- Customers residing in areas identified as high fire risk zones are encouraged to stay informed, have emergency plans in place, and take necessary precautions to mitigate the impact of potential power outages.
- Once this public safety power shutoff begins, it is not yet known how long the power will be out. As conditions can change rapidly, It is good to be initially prepared for extended hours without power.

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Talking Points for Customer Service

Why is my power off?

We apologize for the inconvenience. We realize any time without power is frustrating. To protect the safety of our customers, we have implemented a public safety power shutoff due to possible wildfires and/or extreme winds in (ENTER THE AREA).

When will my power be restored?

At this time, we only have an estimate of when the power will be restored –or– it is not yet known how long the power will be out. In a wildfire, conditions can change rapidly. It is good to be initially prepared for extended hours without power (Add ETA) A lot depends on the current conditions, but we are constantly monitoring the weather situation and will advise customers when the power is restored.

Why didn't you tell me about this before it was turned off?

We have tried to notify every customer about the public safety power shutoff via email, phone, and text. Do you have an active email or phone number associated with your account?

Also, you can check pnm.com for updates.

Am I going to have to pay for the time I was without power?

No. You are only charged for the power you use.

What about the food in my refrigerator?

We suggest that you don't open your refrigerator unless you absolutely must. You may also want to purchase bagged ice to keep your food items cool.

What about the food in my freezer?

We suggest that you don't open your freezer unless you absolutely must. Most freezers will keep items frozen for many hours if you don't open them often.

I am (or my loved one is) on oxygen. What am I supposed to do?

Do you have any portable oxygen tanks you can use in the meantime? If not, you may want to consider visiting your doctor to obtain more portable tanks or asking family or friends outside of the risk zone if you can stay with them

I have an electric heater. How am I going to heat my home?

We suggest gathering in one room and utilizing blankets and curtains to keep the heat in. Do not use an outside grill or gas stove to heat the room as this could be a carbon monoxide poisoning risk.

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Talking Points for Regulatory

Q1. What is a Public Safety Power ShutOff (PSPS)?

A1: A PSPS is when we turn off electricity in certain areas to keep everyone safe during dangerous situations, like strong winds or wildfires.

Q2: Has PNM ever implemented a PSPS before?

A2: PNM has never had to do a public safety power shutoff and is not taking it lightly. PNM is working with public safety officials, customers, other utilities, and media on this matter. Activating a PSPS is something some utilities have had to do in high-risk areas, and it is the last thing PNM wants to do, but it is very necessary in this case. Our priority is to safeguard our customers and communities. Public safety power shutoffs are a necessary tool to prevent electrical infrastructure from becoming a potential ignition source in high-risk areas, helping to minimize the wildfire risk or further impact.

Q3: What/who determines if a PSPS needs to be activated?

A3: A PSPS is activated in high-risk emergency circumstances where power lines have the potential to cause substantial damage to people or property, and through identification/requests by public safety officials, utility leadership and regulators.

Q4: How will customers be notified of a PSPS activation?

A4: PNM will send customers a notice in advance through text messages, calls, emails, social media, radio announcements and TV news coverage, and email breaking alerts from newspapers so customers will have as much time to prepare as possible. In a wildfire, conditions can change rapidly. PNM will work with news media and will post all updates on PNM official social media channels while working with municipalities, tribal communities, and businesses to provide direct updates.

Q5: What do customers need to do to prepare for a PSPS?

A5: Keep refrigerators or freezer doors closed as much as possible to keep food cold. Use ice to keep the refrigerator as cold as possible if the power is going to be out for more than four hours. Build or restock your emergency preparedness kit, including food, a flashlight, batteries, cash, and first aid supplies. Make sure you have alternative charging methods for your phone or any device that requires power, and be sure to charge cell phones and any battery-powered devices. Know where the manual release lever of your electric garage door opener is located and how to operate it, in case you need to leave your home. Keep at least a half tank of gas in your car. Gas stations rely on electricity to power their pumps. If you or a family member uses medical equipment that requires electricity, talk to a doctor or health care provider about how you can

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prepare for its use during a power outage. Know where to find official updates and local emergency information.

Q6: How long should customers expect the power to be off?

A6: Once this public safety power shutoff begins, it is not yet known how long the power will be out. In a wildfire, conditions can change rapidly. It is good to be initially prepared for 4-8 hours without power. As fire crews continue working and we learn more, PNM will move to cancel this public safety power shutoff, if it is determined safe to do so. The next update will be in 1-hour at [location]. Please also visit PNM.com or PNM Facebook and Twitter pages for the latest updates. PNM will work as fast as we can to turn it back on safely, keeping stakeholders informed throughout the situation.

Q7: How can customers learn more?

A7: Visit the PNM website or call us if customers have questions, PNM.com. We're here to help customers stay safe and informed. Remember, PSPS is about keeping everyone safe. We're here to help, so don't hesitate to send customers our way if they have questions or concerns.

Q8. Will PNM be making any regulatory filings related to this outage?

A8. PNM will communicate with the New Mexico PRC Commissioners, Utility Division Staff, and Consumer Relations Division. PNM will also make filings consistent with Commission Rule 560.

Webpage: PNM.com/PSPS or PNM.com/Wildfires

Banner language

Effective today at [time/immediately], PNM is implementing a Public Safety Power Shutoff in [town/part of town] to reduce safety concerns with power lines in the area. Learn more about PSPS here.

Home page mock-up

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Effective today at [time/immediately], PNM is implementing a Public Safety Power Shutoff in [town/part of town] to reduce safety concerns with powerlines in the area. Learn more about PSPS [here](#).

The banner features a large orange power button icon on the left. To its right, the text 'PUBLIC SAFETY POWER SHUTOFF' is displayed in large, bold, blue and red letters. Below this text is a blue button with the text 'Learn More'. On the right side of the banner, there is a 'Quick Links' section with a list of links: 'Pay a Bill', 'Billing Options', 'Start, Stop, or Transfer Service', and 'New Construction & Upgrade Services'. Below these links is an orange button that says 'Log In to My Account'. At the bottom of the quick links section, there are two links: 'Not Registered? Sign Up' and 'The benefits of having a PNM account'. The banner is framed by a black and orange diagonal striped border at the top and bottom.

PNM.com/PSPS page content

Public Safety Power Shutoff

With a strong commitment to ensuring community safety, PNM has implemented a public safety power shutoff plan.

What is a Public Safety Power Shutoff?

One critical tool we use to prevent wildfires is the **Public Safety Power Shutoff (PSPS)**, in which we may temporarily shut off power to your neighborhood during dangerous weather conditions to prevent our electric system from becoming a source of ignition. These safety shutoffs are a measure of last resort for keeping you and your community safe.

Our priority is to safeguard our customers and communities. Public safety power shutoffs are a necessary tool to prevent electrical infrastructure from becoming a potential ignition source in high-risk areas, helping to minimize the wildfire risk.

Customers residing in areas identified as high fire risk zones, such as in [TOWN, TOWN] are encouraged to stay informed, have emergency plans in place, and take necessary precautions to mitigate the impact of potential power outages.

- Keep refrigerator or freezer doors closed as much as possible to keep food cold.
- Buy dry or block ice to keep the refrigerator as cold as possible if the power is going to be out for more than four hours.
- Build or restock your emergency preparedness kit, including food, a flashlight, batteries, cash, and first aid supplies.

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- Make sure you have alternative charging methods for your phone or any device that requires power and be sure to charge cell phones and any battery-powered devices.
- Know where the manual release lever of your electric garage door opener is located and how to operate it, in case you need to leave your home.
- Keep at least a half tank of gas in your car. Gas stations rely on electricity to power their pumps.
- If you or a family member uses medical equipment that requires electricity, talk to a doctor or health care provider about how you can prepare for its use during a power outage.

PNM remains committed to open communication and timely updates to affected customers.

(Screenshots of the landing page are below)

Wildfires and Public Safety Power Shutoff

With a strong commitment to ensuring community safety, PNM has implemented a public safety power shutoff plan.

What is a Public Safety Power Shutoff?

One critical tool we use to prevent wildfires is the Public Safety Power Shutoff (PSPS), in which we may temporarily shut off power to your neighborhood during dangerous weather conditions to prevent our electric system from becoming a source of ignition. These safety shutoffs are a measure of last resort for keeping you and your community safe.

Our priority is to safeguard our customers and communities. Public safety power shutoffs are a necessary tool to prevent electrical infrastructure from becoming a potential ignition source in high-risk areas, helping to minimize the wildfire risk.

Customers residing in areas identified as high fire risk zones, such as in [TOWN, TOWN] are encouraged to stay informed, have emergency plans in place, and take necessary precautions to mitigate the impact of potential power outages.

- Keep refrigerator or freezer doors closed as much as possible to keep food cold.
- Buy dry or block ice to keep the refrigerator as cold as possible if the power is going to be out for more than four hours.
- Build or restock your emergency preparedness kit, including food, a flashlight, batteries, cash, and first aid supplies.
- Make sure you have alternative charging methods for your phone or any device that requires power and be sure to charge cell phones and any battery powered devices.
- Know where the manual release lever of your electric garage door opener is located and how to operate it, in case you need to leave your home.
- Keep at least a half tank of gas in your car. Gas stations rely on electricity to power their pumps.
- If you or a family member uses medical equipment that requires electricity, talk to a doctor or health care provider about how you can prepare for its use during a power outage.



PNM remains committed to open communication and timely updates to affected customers. For the latest information on public safety shutoffs and wildfire preparedness, please visit PNM.com or follow us on PNM Facebook and Twitter pages.

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Frequently Asked Questions



FAQs

PSPS FAQs NOTE: SOME ANSWERS BELOW WERE PULLED FROM

<https://www.sce.com/outage-center/outage-information/psps>

- **What is a public safety power shutoff?**
 - o One critical tool we use to prevent wildfires is the **Public Safety Power Shutoff (PSPS)**, in which we may temporarily shut off power to your neighborhood during dangerous weather conditions to prevent our electric system from becoming a source of ignition. These safety shutoffs are a measure of last resort for keeping you and your community safe.
- **Why is PSPS happening?**
 - o PNM believes that a PSPS event is necessary to help reduce the risk of electrical infrastructure becoming a potential ignition source for high-risk areas.
- **What should I expect before a PSPS event?**
 - o **4-7 days ahead:** When we see extreme weather forecasts, we begin planning up to a week in advance.
 - o **3 days ahead:** We send initial notifications about a possible power shutoff to local and tribal governments, emergency officials, first responders, hospitals, and other critical infrastructure and service providers.
 - o **2 days ahead:** We send initial notifications to customers, and notification updates to local governments and agencies.
 - o **1 day ahead:** We send updated timing information to all customers.

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- **0-4 hours ahead:** Whenever possible we send notifications that power is likely to be shut off.
- **Please note:** Erratic or sudden onset of weather conditions may affect our ability to provide advance notice to customers.
- **What should I expect during and after a PSPS event?**
 - **Power shutoff:** We'll inform you when power has been shut off.
 - **Preparing to Restore Power:** We will let you know when field crews have begun to inspect our lines to determine whether it is safe to restore power.
 - **Power restoration:** We'll inform you when power has been restored.
 - **PSPS all-clear:** We'll also inform you about which circuits are no longer being considered for PSPS.
- **How will I be notified about a PSPS event?**
 - We intend to notify affected customers approximately two days in advance of a potential power shutoff. This notification will be sent via email, text, or phone call. We may also send another notice to customers one day before a potential power shutoff. We will keep customers updated regularly on our website and social media channels. We will also notify affected customers when power has been restored. You can sign up for alerts by texting #ALERT to 78766.
- **Who decides when a PSPS event is triggered?**
 - PNM works closely with our emergency partners in New Mexico to forecast and determine when a PSPS will be initiated. Ultimately, PNM is the decider and will always have the safety of our customers, communities, and environment as a top priority.
- **When will PNM call a PSPS event?**
 - Strong winds combined with dry ground conditions can increase wildfire threat. These same winds can cause vegetation or other items to blow into power lines and could result in ignition, possibly creating a significant wildfire. Under these situations, we may shut off power to customers to keep you and your community safe. PNM considers a number of factors and conditions before declaring a PSPS, including but not limited to:
 - High winds
 - Low humidity
 - Dry vegetation that could serve as fuel
 - On-the-ground observations
 - Fire threat to electric infrastructure

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- Public-safety risk

Social Media:

Wildfire Public Safety Power Shutoff Social Media Strategy 8.16.23

The goal is to use social media to communicate in advance, during and following a Public Safety Power Shutoff (PSPS) due to extreme wildfire risk created by a high wind event.

The messages should be clear and concise, containing only the most critical information to our customers, including the area and the expected duration of a PSPS.

We are proposing using an emergency kit preparation graphic similar to the one below. In each post, we will direct customers to PNM.com for more detailed information about the PSPS and why it is necessary for public safety.

Following the initial notification message, additional messages will be posted hourly throughout the duration of the PSPS. We will conclude the PSPS with a final message thanking customers for their patience and reminding them why it is important to mitigate wildfire risk from high winds and energized power lines.

The following proposed messages are for Facebook and will have to be shortened to meet Twitter's character limit based on the amount of information we need to include in each message.

PUBLIC SAFETY POWER SHUTOFF – ADVANCE NOTICE POST

Due to the extreme risk for wildfires and high winds forecasted in (AREA), PNM is implementing a Public Safety Power Shutoff to reduce safety concerns with power lines in the area. It is expected to last (DURATION). PNM does not take this decision lightly. It is necessary to protect public safety and reduce the risk of electrical equipment becoming a fire ignition source. For more information and how to prepare visit PNM.com.

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PUBLIC SAFETY POWER SHUTOFF

Due to the extreme risk for wildfires and high winds forecasted in (AREA), PNM is implementing a Public Safety Power Shutoff to reduce safety concerns with powerlines in the area. It is expected to last (DURATION). PNM does not take this decision lightly. It is necessary to protect public safety and reduce the risk of electrical equipment becoming an fire ignition source.

For more information and how to prepare visit PNM.com



PUBLIC SAFETY POWER SHUTOFF – HOURLY UPDATE POST

PNM is continuing a Public Safety Power Shutoff due to high winds and severe fire danger in (AREA). It is currently expected to last (DURATION). We know any time without power is frustrating but thank you for your patience as this is necessary to protect public safety and reduce the risk of power lines potentially igniting a wildfire. Next update in one hour. Current updates on PNM.com.



PUBLIC SAFETY POWER SHUTOFF

PNM is continuing a Public Safety Power Shutoff due to high winds and severe fire danger in (AREA). It is currently expected to last (DURATION). We know any time without power is frustrating, but thank you for your patience as this is necessary to protect public safety and reduce the risk of power lines potentially igniting a wildfire. Next update in one hour.

Current updates on PNM.com



PUBLIC SAFETY POWER SHUTOFF – FINAL POST

PNM has restored power to affected customers following a Public Safety Power Shutoff in the area of (enter area). Thank you for your patience as this was necessary to reduce the potential risk of a wildfire ignited by energized power lines. Public safety is PNM's top priority, and we did not take this decision lightly. For more information about the Public Safety Power Shutoff, visit PNM.com.

Public Safety Power Shutoff

Updated: DATE



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PUBLIC SAFETY POWER SHUTOFF

PNM has restored power to affected customers following a Public Safety Power Shutoff in the area of (enter area). Thank you for your patience as this was necessary to reduce the potential risk of a wildfire ignited by energized powerlines. Public safety is PNM's top priority and we did not take this decision lightly. For more information about the Public Safety Power Shutoff, visit PNM.com

For more information visit
PNM.com



Comms will post approved (legal, claims and ops must sign off) videos of High winds to let customers see the danger

[High winds rattled southeastern New Mexico Wednesday morning](#)



Public Safety Power Shutoff

Updated: DATE



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Internal Communications:

INTEROFFICE CORRESPONDENCE

To: All Employees

From: Pat Vincent-Collawn, Chair and CEO and Don Tarry, President and Chief Operating Officer

Date: TBD

Re: Public Safety Power Shutoffs Planned in PNM Service Area

Good Morning,

As we send this email, teams across the organization are implementing our emergency plan for wildfire public safety power shutoffs in the PNM service area. This decision was not made lightly but was ultimately in the best interests of our customers. The plan includes risk thresholds based on the condition of the wildfires/high winds. The last threshold, an extreme wildfire threat, was met today and, after careful consideration, we have directed our teams to open area-specific breakers to prevent the flow of power. These shutoffs will be based on wildfire size, spread and the status of mitigation efforts, with employee and customer safety and power restoration as our top priorities.

PNM has never before had to implement a public safety power shutoff. We appreciate our teams for thinking ahead in planning and preparing for this scenario and in helping our customers navigate through this process.

Implementation includes:

- New Mexico Operations: opening circuits to prevent power from flowing in high-risk areas.
- Customer Experience: notifying customers directly by phone, email and text of the anticipated power shutoff.
- Corporate Communications: providing real-time updates to our customers on our social media channels and website, creating talking points to use with external stakeholders, and making certain that the media has the information they need to help us spread this message.
- Tribal Relations, Community Outreach, Government Affairs, Managed Accounts, Regulatory Policy: educating our community partners.

Public Safety Power Shutoff

Updated: DATE



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- All employees: ensuring you and yours are safe, helping spread our safety and preparedness message, and supporting our customers and community.

If you engage with our customers, talk to your neighbors, or have family in the areas of these outages, please help spread the word.

- Safety, Safety, Safety. We want our employees and customers to stay safe. Follow the State's guidelines, relocate if you can to a low-hazard area, call friends or family to make sure they are prepared, and avoid unintentionally distracting PNM line crews as they work in our communities.
- Visit PNM.com/wildfires to see the areas impacted by the public safety power shutoffs.
- Stay informed—the best place for news is our website (PNM.com/wildfires), our PNM Facebook page, or even the news media. Note that only PNM spokespeople can speak to the media on behalf of the company.
- Contact us—we are asking customers not impacted to contact us by text or Live Chat on PNM.com to allow our Customer Experience Representatives to focus their work on our customers impacted by the public safety power shutoff.

This is a time when we demonstrate our best values of safety, integrity and caring. Please stay safe and stay informed throughout the duration of these public safety power shutoffs. Thank you for supporting our customers.

Be Safe,

Pat and **Don**

Public Safety Power Shutoff

Updated: DATE



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ICConnect



This morning the emergency plan for wildfire public safety power shutoffs was implemented in the PNM service area. This decision was not made lightly but was ultimately in the best interests of our PNM customers.

The plan includes risk thresholds based on the condition of the wildfires. The last threshold, an extreme wildfire threat, was met today and, after careful consideration, teams were directed to open area-specific breakers to prevent the flow of power. The public safety power shutoffs will be based on wildfire size, spread and the status of mitigation efforts, with employee and customer safety and power restoration our top priorities.

We have never before had to implement a public safety power shutoff. Implementation includes:

- New Mexico Operations: opening circuits to prevent power from flowing in high-risk areas.
- Customer Experience: notifying customers directly by phone, email and text of the anticipated power shutoff.
- Corporate Communications: providing real-time updates to our customers on our social media channels and website, creating talking points to use with external stakeholders, and making certain that the media has the information they need to help us spread this message.
- Tribal Relations, Community Outreach, Government Affairs, Managed Accounts, Regulatory Policy: educating our community partners.
- All employees: ensuring you and yours are safe, helping spread our safety and preparedness message, and supporting our customers and community.

If you engage with our customers, talk to your neighbors, or have family in the areas of these outages, please help spread the word.

Public Safety Power Shutoff

Updated: DATE



Together for New Mexico.

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- Visit PNM.com/wildfires to see the areas impacted by the public safety power shutoffs.
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- Contact us—we are asking customers not impacted to contact us by text or Live Chat on PNM.com to allow our Customer Experience Representatives to focus their work on our customers impacted by the public safety power shutoff.

Please stay safe and stay informed throughout the duration of these public safety power shutoffs.

Thank you for supporting our customers.

TEXT ALERTS

To: All New Mexico Employees

Today we issued public safety power shutoffs in parts of our service area due to wildfires. See your email and iConnect for more info. Visit PNM.com/Wildfires. Pls keep safety front of mind for yourself, co-workers, customers and communities.

AFTER RESTORATION OF POWER

Good Morning,

We want to personally thank you for helping us navigate through last week's public safety power shutoffs. These shutoffs not only impacted our customers in high fire-risk areas, but they also left a mark on our teams as employees had to open breakers, explain the shutoffs to our customers, nonprofits and community leaders, and educate their own family and friends.

You are a strong team. Thank you for your exceptional work and exceptional attitude. Together this past week we certainly showed our commitment to safety, integrity and caring.

Thank you,

Public Safety Power Shutoff

Updated: DATE



Together for New Mexico.

Pat and Don

WORKING DRAFT NOT FINAL