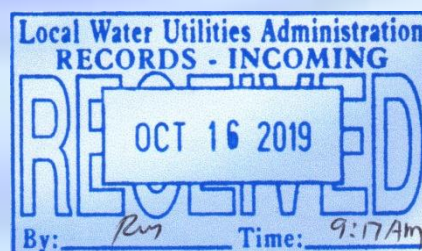




REPUBLIC OF THE PHILIPPINES
GUIMBA WATER DISTRICT

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EMERGENCY MANAGEMENT AND RESPONSE MANUAL



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CHAPTER 1

INTRODUCTION

I. BACKGROUND

Climate change is real and is here to stay, potentially inducing weather-related disasters that could be very destructive to human life and settlement. As it is happening now, it is leading to a rise in sea level, more severe droughts and floods, heat waves, water shortages and increased threats to human health.

The recent deluge of disasters in many parts of the globe has provoked governments around the world to put in place disaster risk management and mitigation plans. In the Philippines, we have Republic Act 10211 or the Philippine Disaster Risk Reduction and Management Act of 2010 which institutionalizes risk reduction and management plans at the local level. Among others, the law mandates the creation of local risk reduction and management office in all provinces, cities, municipalities and barangays which shall be responsible for setting the direction, development, implementation and coordination of disaster risk management programs within their territorial jurisdiction.

Located along the typhoon belt and the Pacific Ring of Fire, the Philippines is one of the countries poised to take the brunt of climate change. Data from PAG-ASA show that every year, we experience at least 22 typhoons. Since the Philippines is one of the countries with the longest coastlines, it is also vulnerable to tsunami which comes after an earthquake. The country is also teeming with 352 volcanoes, 22 of them active while 27 others are potentially active.

From 1990-2011, the country was visited by several ravaging disasters

- A strong earthquake hit Northern Luzon on July 16, 1990, affecting 23 provinces in six regions nationwide, and devastating 90 percent of Baguio City. The death toll reached an estimated 1,666 persons, and 1,495 people injured. Property damages were estimated at P12.2 billion.
- Between November 10 and 14, 1990, Typhoon Ruping (International Codename: Mike) devastated the Eastern Visayas with its 240-kph winds. Twenty-nine provinces were declared under a state of calamity; 588 deaths were reported, and 1,270 injured. Damages were estimated by the Office of Civil Defense at P10.8 Billion.
- In June 1991, Mt. Pinatubo, a long dormant volcano in Central Luzon, emerged from a 600-year slumber, exploding in what would later be recognized as the world's worst volcanic eruption of the century, burying Central Luzon in tons of volcanic ash. The initial eruption alone accounted for more than 800 deaths, with damage estimated at P10.6 billion.
- On November 5, 1991, Typhoon Uring brought heavy rains to Leyte and Samar, resulting in flash floods that killed about 6,000 people in the city of Ormoc. It was later ascertained that massive deforestation of the surrounding watershed was the cause of disaster.
- Other major disasters included El Niño, the impact of which ravaged the Philippines in 1998, with approximately 985,000 families suffering from hunger due to severe lack of water.
- The most tragic event was a landslide at the Cherry Hills Subdivision in Barangay San Luis, Antipolo City, on August 3, 1999. The descent of loosened earth and mud on the subdivision left at least 58 dead and 31 injured.
- Typhoon Ondoy (2010) which caused weeks-long flooding in Metro Manila and a large part of Central Luzon submerged water systems, forcing many water districts to temporarily shut down operations. Typhoon Sendong in 2011 sent Cagayan de Oro Water District running to other water districts for help not only for its damaged water systems but also for its employees whose homes were destroyed by the floods.

In addition to natural disasters, man-made disasters such as terrorist attack, chemical spills, massive and lengthy power failure, and fire pose a threat to water supply systems and the continuity of service

Most water districts in the country have no disaster preparedness and response plan in place that would reduce the risk of water supply shortage and interruptions and water quality deterioration both due to natural and man-made disasters. Consequently, water districts are caught flatfooted during a disaster; thus, facilities that took years to build are destroyed in an hour, or even minutes.

Likewise, the public trust earned by the water district is destroyed when disaster is not properly addressed and managed.

II. GUIMBAWATER DISTRICT HISTORICAL BACKGROUND

The GUIMBAWATER DISTRICT was formerly owned, managed and operated by the Municipal Government of Guimba with Eng'r Eulogio D. Valeroso, Sr. as General Manager. The water district is governed by a Board of Directors with Mr. Domingo de Luna as the first Chairman.

Sometime in 1987, P.D. 198 was issued declaring a national policy favoring local operation and control of the water systems and authorizing the formation of local water districts and providing for the government the administration of such districts. In compliance thereto, GWD was formally transferred by the Municipal Government of Guimba represented by the Mayor Virgilio V. Calica to Eng'r. Eulogio D. Valeroso, Sr. by the way of a Deed of Transfer dated May 29, 1987 which include all physical assets, machineries, buildings and receivables.

COVERAGE

As of July 31, 2019, 63 out of 64 barangays were served, it has more than 12,000 service connections equivalent to serving approximately more than 60,000 people. Groundwater is our primary source by which 7 deep well stations that supplement our water production and one 1,000 cubic meters concrete reservoir.

Like most water districts, Guimba Water District has no existing comprehensive emergency management plan. However, it has a few guidelines that may be considered as actions to manage emergencies/crisis as they come

• EMERGENCY MANAGEMENT

Guimba Water District has created Quick Reaction Team that is on call for repairing leaks that happen beyond office hours or during weekends and holidays. The QRT is a composite team from different operating units of Guimba Water District.

Emergency Evacuation Plan was made by which movable assets and documents are assigned colors for priority in evacuation. The plan diagram, with the emergency exits marked, is printed on a bond-size paper and posted in the offices of Guimba Water District.

III. PURPOSE OF EMERGENCY MANAGEMENT PLAN

This Emergency Management Plan aims to ensure the least possible impact on water supply of Guimba Water District's public image during and after emergency and disaster situations.

Specifically, this plan aims to:

1. Provide policies and procedures to maintain quantity and quality of service even during adverse conditions;
2. Identify potential crisis situations and the methods for responding to these situations quickly and effectively;
3. Facilitate decision-making on critical issues in a potentially stressful environment and define responsibilities and roles during an emergency situation;
4. Establish guidelines in addressing public relations and communications issues that may potentially arise from an emergency, dealing with the media and communicating with the concessionaires;
5. Protect employees and concessionaires, both minimizing injury and maintaining their security and integrity;
6. Protect the properties of Guimba Water District;
7. Protect the public image of Guimba Water District and restore, when necessary, after an emergency;
8. The plan integrates existing operational crisis response plans managed by individual Departments of Guimba Water District. Further, the plan is intended to facilitate organized decision-making in times of crisis and is designed to be used in conjunction with the normal decision-making hierarchy of Guimba Water District and does not supplant that decision-making process.

IV. DEFINITION OF TERMS

Unless otherwise specified, the following words shall mean:

Crisis - any unexpected event or series of events that has the potential to, or does presently, significantly impact and/or challenge the public's perception of the safety of product, and the integrity of service of Guimba Water District.

Crisis Communication - the flow of information during a crisis among an organization, its employees, the media, the government, law enforcement and the general public

Controversial issues - situations of growing controversy or negative climate that threaten the reputation, organizational, legal, or financial stability of Guimba Water. It may include police investigations, protests and similar situations.

Emergency - an abnormal situation requiring prompt action beyond normal procedures as it threatens human life, safety, health, property or the environment.

Response - The actions taken during a crisis to minimize the impact of an emergency, protect the water supply, and return the water system to normal operating conditions.

Service - as used in this document shall mean water supply service unless otherwise specified

Triage - the process of sorting victims, as of a battle or disaster, to determine medical priority in order to increase the number of survivors.

V. ACRONYMS

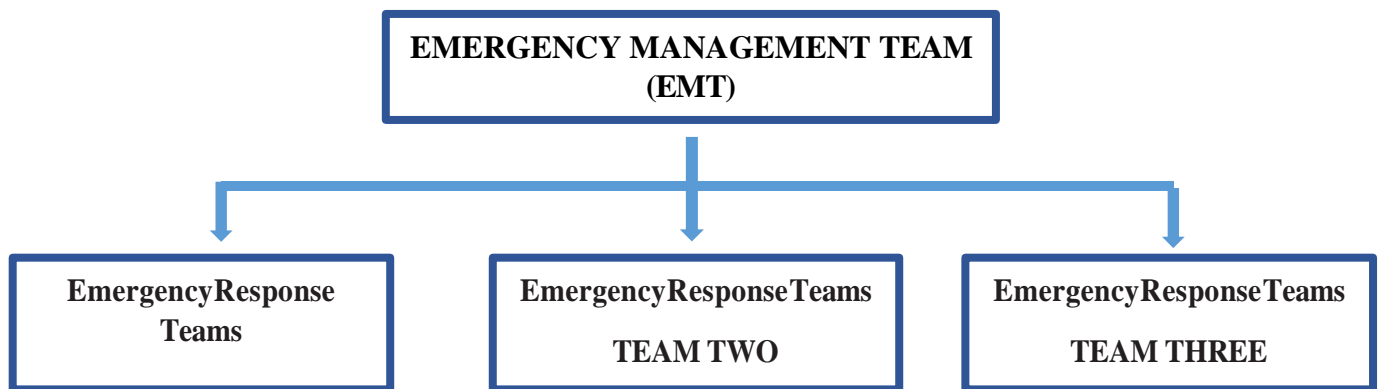
EMP-	Emergency Management Plan
EMT -	Emergency Management Team
ERT -	Emergency Response Team
DILG -	Department of the Interior and Local Government
DOH -	Department of Health
FOD -	Field Operations Division
HOA -	Homeowners' Association
LGU -	Local Government Unit
NGA -	National Government Agency
PNP -	Philippine National Police
SOP -	Standard Operating Procedure

CHAPTER 2

EMERGENCY MANAGEMENT AND RESPONSE STRUCTURE

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There shall be an Emergency Management Team which shall immediately convene in the event of a crisis for the declaration of alert levels and such other instructions to cope with the crisis. The EMT is broken down to smaller sub-teams to respond to specific crisis situations. These sub-teams are called Emergency Response Teams (ERT) which is subordinate to the EMT.



I. COMPOSITION OF THE EMERGENCY MANAGEMENT TEAM

The Emergency Management Team is the functional organ in charge of planning, organizing and guiding the use of human, material and financial resources, and implementation of any mitigation, prevention, preparedness, response, rehabilitation or reconstruction activities regarding emergencies or disasters. It is directly accountable to the Board of Directors and will assume maximum authority in crisis and disaster situations.

The Team is composed of the following:

REGULAR TEAM COMPOSITION	ALTERNATE	RESPONSIBILITY
General Manager (Team Leader)	Officer assigned by the GM or the designated OIC for the period	<ul style="list-style-type: none"> Direct and coordinate all aspects of the organization's response during a crisis situation Directs and monitors the emergency activities. Assigns personnel as needed.
Division Manager-Engineering	Designated OIC for the period	<ul style="list-style-type: none"> Oversees repair of damaged facilities and equipment and takes actions to prevent further deterioration

Division Manager- Production	Designated OIC for the period	<ul style="list-style-type: none"> • Notifies and updates the EMT on the status of water quality, production and distribution immediately before, during and immediately after the crisis • Assists in determining when the resumption of normal operation can begin. • Assesses the conditions of structural, electrical, and mechanical components of all facilities of Guimba Water including but not limited to the Water Treatment Plant, pumping stations and reservoirs
Division Manager- Finance	Designated OIC for the period	<ul style="list-style-type: none"> • Ensures availability of personnel and materials and maintains a current list of personnel location • In the event of evacuation, account for all personnel and immediately inform CMT of any missing personnel • Facilitates flow of information to employees • Coordinates the administration of First Aid, including the identification and disposition of people receiving such care. • Ensures that available funds are mobilized quickly and effectively for the procurement of supplies and payment for services • Ensures availability of in-house and rental vehicles and machinery for quick mobilization • Maintains an updated list of suppliers and contracts or agreements specifically designed for emergency response • Determines the safest route out of an emergency area and ensures security of people and property
Division Manager – Admin	Designated OIC for the period	<ul style="list-style-type: none"> • Provides the CMT with information regarding customer feedback and complaints and facilitates flow of information to concessionaires • Ensures that official statements regarding the crisis is communicated to all concessionaires

Sr. Industrial Relations Development Officer	Community Relations Officer	<ul style="list-style-type: none"> • Establishes and manages a Public Relations area and Media Room during an emergency situation • Serves as liaison to the media, and issue official statements during and in the immediate wake of a crisis. • Coordinates the flow of information • Briefs the media regarding the situation • Maintains a list of people who are authorized to speak to the media, and consult/brief these spokespersons before and after they speak with the media.
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II. FUNCTIONS OF THE EMERGENCY MANAGEMENT TEAM

The chief role of the EMT is to make the decisions needed to ensure that water supply and services are restored at the shortest time possible after a disaster. Specifically, the EMT shall:

- Declare a state of alert based on the relevant protocols established by this Plan
- Set up the emergency and disaster office or unit
- Monitor the review and implementation of this Plan
- Coordinate the planned actions with the Emergency Response Teams
- Monitor the staff training on emergency procedures, which should include both theory and practice
- Assign priorities, coordinate, and oversee the appropriate use of resources during an emergency
- Forge and maintain communications and coordination with the public institutions responsible for emergency and disaster risk management, both at the local and national level
- Maintain contact with private companies such as suppliers of equipment, chemical products and pipes, professional associations, and subcontractors
- Coordinate emergency and disaster response efforts with the ERT
- Support the actions of the ERT whenever there is a need for intervention at higher level
- Oversee the implementation of communication and information dissemination procedures, both within and outside of the company
- Approve and secure the necessary financing for prevention and mitigation programs

III. THE EMERGENCY RESPONSE TEAM

The Emergency Response Teams are the first line of defense in emergencies. The ERT confronts an emergency situation and carry out the rehabilitation of the services according to the Emergency Management Plan, and cooperates in the execution of the vulnerability analyses and the prevention and mitigation programs.

Specifically, the ERT Coordinates and guides emergency preparedness, response and rehabilitation efforts in their respective areas of responsibility as well as other functions designated by the EMT

- Participates in post-disaster reconstruction to ensure that the rehabilitated system's vulnerability is reduced;
- Designs or carries out the vulnerability assessment and water supply mitigation programs;
- Participates in the improvement of the company's Emergency Management Plan and helps ensure that it remains up to date.

IV. COMPOSITION OF THE EMERGENCY RESPONSE TEAM

There are three Emergency Response Teams, all under the supervision of the Emergency Management Team.

Each team is headed by a Team Leader who:

- Executes orders from the EMT
- Coordinates and monitors actions of members
- Reports to EMT actions taken by the team, including updates

THE EMERGENCY RESPONSE TEAM

EMERGENCY RESPONSE TEAM	COMPOSITION	DUTIES
ERT 1 Service, Facilities, and Equipment Team Team Leader: Division Manager- Production	Division Manager, Production, Water Resources Facilities Operators, Division Manager Engineering, Property Officer, Finance Administrative Services Officer	<ul style="list-style-type: none">• Monitors water quality and distribution and feed information every hour to ERT2 Team regarding status of service• Assesses damage to facilities and implement timely repair of damaged facilities and equipment to restore normal service• Immediately purchases of supplies and equipment required to restore normal service• Immediately releases of emergency fund for the purchase and repair of facilities and equipment• Processes/Files claims for insurance• Dispatches transportation for ERT1 and ERT2

<p>ERT 2 Public Information and Media Relations Team</p> <p>Team Leader: Sr. Industrial Relations Development Officer</p>	<p>Sr. Industrial Relations Development Officer Community Relations Officer Administrative Division</p>	<ul style="list-style-type: none"> • Drafts official statement based on information from ERT 1 and issue official statements during and in the immediate wake of an emergency • Coordinates the flow of information to all stakeholders • Establishes and manages a Public Relations area and Media Room • Briefs the media regarding the situation • Maintains a list of other people who are authorized to speak to the media, and consults/briefs these spokespersons before they speak with the media • Ensures that the official statements issued are communicated to concessionaires and the barangays through text blasting system, and/or public address system
<p>ERT 3 Rescue and Evacuation Team</p> <p>Team Leader: Division Manager, Administrative and Finance Department</p>	<p>Customer service, Water Maintenance Man, Supply and Property Officer, Administrative and Finance Division Manager,</p>	<ul style="list-style-type: none"> • Determines the safest route out of the building. • Checks all normally unoccupied rooms and areas where alarms and PA system may not be heard • Coordinates with the security department of the location where people are evacuating. • Cordons affected area • Coordinates with LGU, PNP, BFP and other relevant government agencies • Coordinates the administration of First Aid, including the identification and disposition of people receiving such care. • Serves as liaisons to medical emergency personnel • Salvages/Recovers equipment and assess reparability of salvaged equipment • Purchases supplies for the treatment of victims • Dispatches transportation in bring victims to hospitals • Releases emergency fund for the purchase of medical supplies • Advices and assists victims regarding processing of insurance claims • Assesses need and dispatches counseling services for victims

V. DUTIES OF ALL EMPLOYEES

- Know the crisis plan and follow them when initiated
- Know the location of the nearest fire extinguisher in all areas they may enter
- Assist concessionaires and guests who are within the premises during emergencies
- If an evacuation alarm sounds, evacuate immediately to designated assembly area.

VI. DESIGNATED EMERGENCY AREAS

THE COMMAND POST

In order to respond in a coordinated fashion to an emergency or disaster, the Conference Room at the Office of the General Manager is designated as Command Post. It shall be the meeting place of the EMT and all other key personnel as may be called upon by the Team Leader during an emergency situation. The EMT command post shall be at the control and disposal of the EMT Team Leader, or the EMT Assistant Team Leader, in case of the Team Leader's unavailability.

ASSEMBLY AREA

In disasters where there is a need to evacuate employees and concessionaires outside the Premises of Guimba Water District, the assembly area shall be

MAIN OFFICE	OPEN PARKING AREA
Sta. Veronica Office	Umali Gym

MEDIA ROOM

Briefing for media will be held at the board room at the Main Office.

TRIAGE AREA

The triage area for the injured shall be the same as the assembly areas.

CHAPTER 3

EMERGENCY MANAGEMENT AND RESPONSE POLICIES AND GUIDELINES

I. POLICIES

1. Guimba Water District recognizes that emergency management starts before the onset of a crisis and requires comprehensive preparation during routine operations.
2. Guimba Water District recognizes the need to maintain quantity of safe water and quality of service during emergency situations. Thus, it will implement measures designed to immediately restore water service and appropriate the necessary funds for this purpose.
3. Water District recognizes that each operating unit has an important role to play during a crisis and that their roles and responsibilities have to be properly defined and delineated to ensure that the primary duty of Guimba Water District of delivering safe and potable water is not disrupted
4. Guimba Water District recognizes the need to inform all stakeholders of any situation that will affect public health and safety, damage the environment, or disrupt domestic activities. Thus, it will ensure that correct information will cascade to them at the soonest possible time during emergency situations.
5. Guimba Water District recognizes the importance of media relations and its role in building public trust and bolstering public confidence in the quality of the product and integrity of service of Guimba Water District. In times of crises, Guimba Water District will coordinate with the media, provide them with correct and timely information, and continuously update them about the status of service restoration, and entertain their questions.
6. Guimba Water District recognizes that employees share in the responsibility of disseminating correct information – to take in information that is communicated, to share information as appropriate, and to contribute to dialogue restrictions and confidentiality.
7. Guimba Water District recognizes the need to continuously improve the Emergency Management Plan and shall exert time and resources towards this end.

II. GUIDELINES

1. All emergencies, potential or actual, should be reported to the supervisor and the General Manager immediately.
2. Unless otherwise designated by the EMT, only the Emergency Management Team Leader and the Sr. Industrial Relations Development Officer are authorized to release information to the media and to the public. All other officers and staff should be helpful to the media by connecting them with the authorized spokesperson.
3. The Emergency Management Team Leader is the lead person in directing and coordinating all aspects of the organization's response. All instructions shall come from him and all reports shall be directed to him.
4. All statements shall be guided by professionalism and transparency, and serve to mitigate the crisis. As much as possible, responses shall be proactive, responsive, objective, and action- oriented.
5. Personnel matters as well as personal information of management staff are to remain confidential.
6. Not every emergency is covered by this preset plans. In these cases, use one's best judgment, and coordinate with the authorities and subordinates.

CHAPTER 4

EMERGENCIES

I. TYPES OF EMERGENCIES

Depending on their origin emergencies may be classified into two:

- Those caused by natural phenomena
- Those caused by human activity

Those emergencies may further be categorized into two:

- Water Supply Service Emergency** - those which may potentially and directly affect the water system, and consequently, the continuous provision of water supply, and
- Non-Water Supply Service Emergency** - those that will not affect provision of water supply but will potentially harm or distort the public image of Guimba Water and the goodwill that it has established, or put to risk the health and life of its employees or its concessionaires.

WATER SUPPLY SERVICE EMERGENCY SITUATIONS

The following are Water Supply Service Emergency Situations:

SITUATION	DESCRIPTION	EFFECTS ON WATER SUPPLY SYSTEMS
Earthquake	Movement in the earth's crust, the main cause of earthquakes, deform the rocks below the earth's surface and build up energy that is suddenly released in the form of seismic waves that shake the surface. Earthquakes are one of the most serious hazards, given their enormous destructive potential, the extension of the areas affected, and the impossibility of forecasting their occurrence.	<ul style="list-style-type: none"> Total or partial destruction of intake, transmission, treatment, storage, and distribution systems Rupture of transmission and distribution pipes Interruption of electric power, communication lines, and access routes Deterioration of the water quality at the source due to landslides and other phenomena Loss or reduction in yields from groundwater sources and surface water sources
Volcanic eruptions	Volcanic eruptions result from the re-lease of energy caused by the movement of magma near the earth's surface. The volume and magnitude of the eruption varies depending on the quantity of gases, the viscosity of the magma and the permeability of the ducts and chimneys of the volcano.	<ul style="list-style-type: none"> Total destruction of the infrastructure in the areas directly affected by pyroclastic flows and surges Obstruction caused by ash infiltrating surface water intakes, intake screens, transmission pipes, flocculators, clarifiers, and filters Deterioration of the water quality at surface intakes and open reservoirs due to ash falls Contamination of rivers, streams and springs in lahar deposition areas

Landslides	Landslides are the result of sudden or gradual changes in the composition, structure, hydrology or vegetation of sloping terrain. They are often closely linked to primary hazards such as earthquakes or water saturation caused by hurricanes or intense rainfall.	<ul style="list-style-type: none"> • Changes in the physical or chemical characteristics of intake water, which will affect treatment • Total or partial destruction of the facilities, particularly intake and transmission components in the path of active landslides; • Contamination of the water at surface intakes located in mountainous areas
Floods	Floods are the result of excessive rainfall, unusually high sea levels, or the rupture of dams and dikes. Increasingly, floods result from human activities causing environmental degradation, deforestation, and inappropriate land use. On the other hand, some floods are the result of the changes in geomorphology and climatology of water catchment areas	<ul style="list-style-type: none"> • Damage to pumping stations close to flooding waterways • Rupture of exposed pipes across and along rivers and streams • Contamination in water catchment areas • Power cuts, road blockages, and disruption of communications • Intrusion of salt water into continental aquifers, contaminating or reducing the availability of groundwater
Drought	Droughts are prolonged dry periods during natural climatic cycles, caused by a complex set of hydrometeorological elements that affect the soil and the atmosphere	<ul style="list-style-type: none"> • Loss or reduction of surface and groundwater sources and deterioration of water quality • A decline in water levels at intake points and in storage facilities • Compulsory rationing of water supply
Hurricanes/ Severe storms/ typhoons	Depending on wind speeds, these natural phenomena are called tropical depressions (winds up to 63 km/h accompanied by changes in atmospheric pressure), tropical storms (winds between 64 and 119 km/h accompanied by intense rainfall), or hurricanes (wind speeds of 120 km/h or higher, accompanied by heavy rainfall and significant changes in atmospheric pressure)	<ul style="list-style-type: none"> • Partial or total damage to facilities, command posts and buildings, including broken windows, damaged roofs, and flooding • Rupture of mains and pipes in exposed areas, such as over rivers and streams • Rupture or disjoining of pipes in mountainous areas due to landslides and water torrents • Rupture and damage to tanks and reservoirs; • Damage to electrical transmission lines and distribution systems.
Massive power failure	It is a short- or long-term loss of the electric power covering a very wide area.	Total or partial disruption of water supply

NON-WATER SUPPLY SERVICE EMERGENCY SITUATIONS

The following are Non-Water Supply Service Emergencies:

SITUATION	DESCRIPTION	Potential Effects
Robbery	Robbery is the crime of taking or attempting to take something of value by force or threat of force or by putting the victim in fear. Among the types of robbery are armed robbery involving use of a weapon.	<ul style="list-style-type: none"> • Panic among employees and concessionaires within the premises of Guimba Water District • Affect cash flow • Injury, or possibly death, if not properly managed
Theft	Theft is the taking of another person's property without that person's permission or knowledge with the intent to deprive the rightful owner of it	<ul style="list-style-type: none"> • Negative impact on public image (erosion of public trust and confidence on capability to deliver service) • Negative impact on employee's morale and performance • May affect cash flow
Bomb Threat/ Explosion	<p>A bomb threat is generally defined as a threat, usually verbal or written, to detonate an explosive or incendiary device to cause property damage, death, or injuries, whether or not such a device actually exists.</p> <p>Explosion is a violent release of energy that may cause injury and/or damage to property</p>	<ul style="list-style-type: none"> • Panic among employees and concessionaires within the premises of Guimba Water District • Affect cash flow • Injury, or possibly death, if not properly managed • Damage to facilities • Water service interruption
Terrorist Attack/ Sabotage	A situation involving actual or threatened violence, which can be sudden and random in nature. In a workplace setting, sabotage is the conscious withdrawal of efficiency generally directed at causing some change in workplace conditions.	<ul style="list-style-type: none"> • Panic among employees and concessionaires within the premises of Guimba Water District Water service interruption • Injury, or possibly death, if not properly managed
Fire	The destructive burning of a building and other Water District facilities.	<ul style="list-style-type: none"> • Negative impact on public image (erosion of public trust and confidence on capability to deliver service) • Panic among employees and concessionaires within the premises of Guimba Water District Possible water service interruption • Injury, or possibly death, if not properly managed

Work Stoppage	Mass refusal of employees to work, usually taking place as a result of unresolved employee grievances.	<ul style="list-style-type: none"> Negative impact on public image (erosion of public's trust and confidence on capability to deliver service) Sales Drop Slower productivity
Suicide/ Death within the premises	<p>Suicide is the act of intentionally ending one's own life.</p> <p>Death is the end of life resulting from various factors.</p>	<ul style="list-style-type: none"> Negative impact on public image (erosion of public's trust and confidence on capability to deliver service) Panic among employees and concessionaires within the premises of Guimba Water District Possible Water service interruption Injury, or possibly death, if not properly managed Death in the premises will require specific handling of the corpse
Misinformation	The act of disseminating false/malicious information among the concessionaires, the employees or other stakeholders of the agency either by somebody within the agency or a third person with the intent of destroying the public image of the agency	<ul style="list-style-type: none"> Negative impact on public image (erosion of public's trust and confidence on capability to deliver service) Conflict among the employees which may affect productivity
Chemical Spills	Chemical spillage/leak that may pose a threat to the environment, and human life and health.	<ul style="list-style-type: none"> Caused death or injury if inhaled by humans Degrade the environment Pollute the atmosphere, groundwater, soil, wetlands and waterways causing danger to human health and even deaths
Scandal	Refers to the behavior or widely publicized allegation or set of allegations that damages (or tries to damage) the reputation of an institution, individual or creed. These may be based on true or false allegations or a mixture of both.	<ul style="list-style-type: none"> Negative impact on public image (erosion of public's trust and confidence on capability to deliver service) Negative impact on employee's morale and productivity

CHAPTER 5

EMERGENCY ALERT LEVELS

For purposes of the declaration of crisis level, crises shall be categorized whether it is water supply service crisis or non-water supply service crisis.

I. ALERT LEVELS

WATER SUPPLY SERVICE CRISIS

A water service crisis that would necessitate the activation and execution of this Emergency Management Plan will be based on THE SEVERITY OF DAMAGE TO ITS CAPABILITY TO SUPPLY its service area, such damage to be measured based on DURATION of non-delivery of service and the EXTENT of affected area.

Level 4 Long duration Large service area affected	Level 3 Long duration Small service area affected
Level 2 Short duration Large service area affected	Level 1 Short duration Small service area affected

Where:

Level 1 – Classified as short duration of crisis situation (less than one day) and with less than 25% of the service area affected, or that which may result to easily-managed and controlled damage or effect.

Level 2 – Classified as short duration of crisis situation (less than one day) and with a 25% - 69% of the service area affected, or that which may result to significant but manageable damage or effect.

Level 3 – Classified as long duration of crisis situation (more than one day) and with 25% - 69% service area affected, or that which may result to significant and more complicated management of the damage or effect.

Level 4 – Classified as long duration of crisis situation (more than one day) and with 70% - 100% of the service area affected, or that which may result to substantial and catastrophic damage or effect to the facilities

In the case of gradual onset emergencies as in typhoons and slow-rising floods, alert levels may be declared by the Emergency Management Team in order to take appropriate measures and address potential effects of the phenomenon in question.

In a Level 1 Emergency, information dissemination shall be confined within the affected area, including the barangay covering the area.

In a Level 2 Emergency, information dissemination shall be confined within the affected area but the Emergency Response Team for Public Information and Media Relations (ERT2) shall immediately monitor news, blogs and other websites for inaccuracies. The Emergency Response Team for Service and Facilities (ERT1) shall provide updated information to ERT2 on the progress of service restoration and delivery.

In a Level 3 Emergency, information dissemination shall be confined within the affected area but the Emergency Response Team for Public Information and Media Relations (ERT2) shall immediately monitor news, blogs and other websites for inaccuracies. It shall also be prepared to set up the media station any time. The Emergency Response Team for Service and Facilities (ERT1) shall provide updated information to ERT2 on the progress of service restoration and delivery.

In a Level 4 Emergency, information dissemination shall be confined within the affected area but the Emergency Response Team for Public Information and Media Relations (ERT2) shall immediately monitor news, blogs and other websites for inaccuracies. It shall at once develop, in coordination with the EMT, the official statement that will be relayed to the employees and the concessionaires. The Emergency Response Team for Service and Facilities (ERT1) shall likewise provide updated information to ERT2 on the progress of service restoration and delivery.

II. ALERT LEVEL

NON-WATER SUPPLY SERVICE CRISIS

All non-water Supply Service crisis shall be given the following codes:

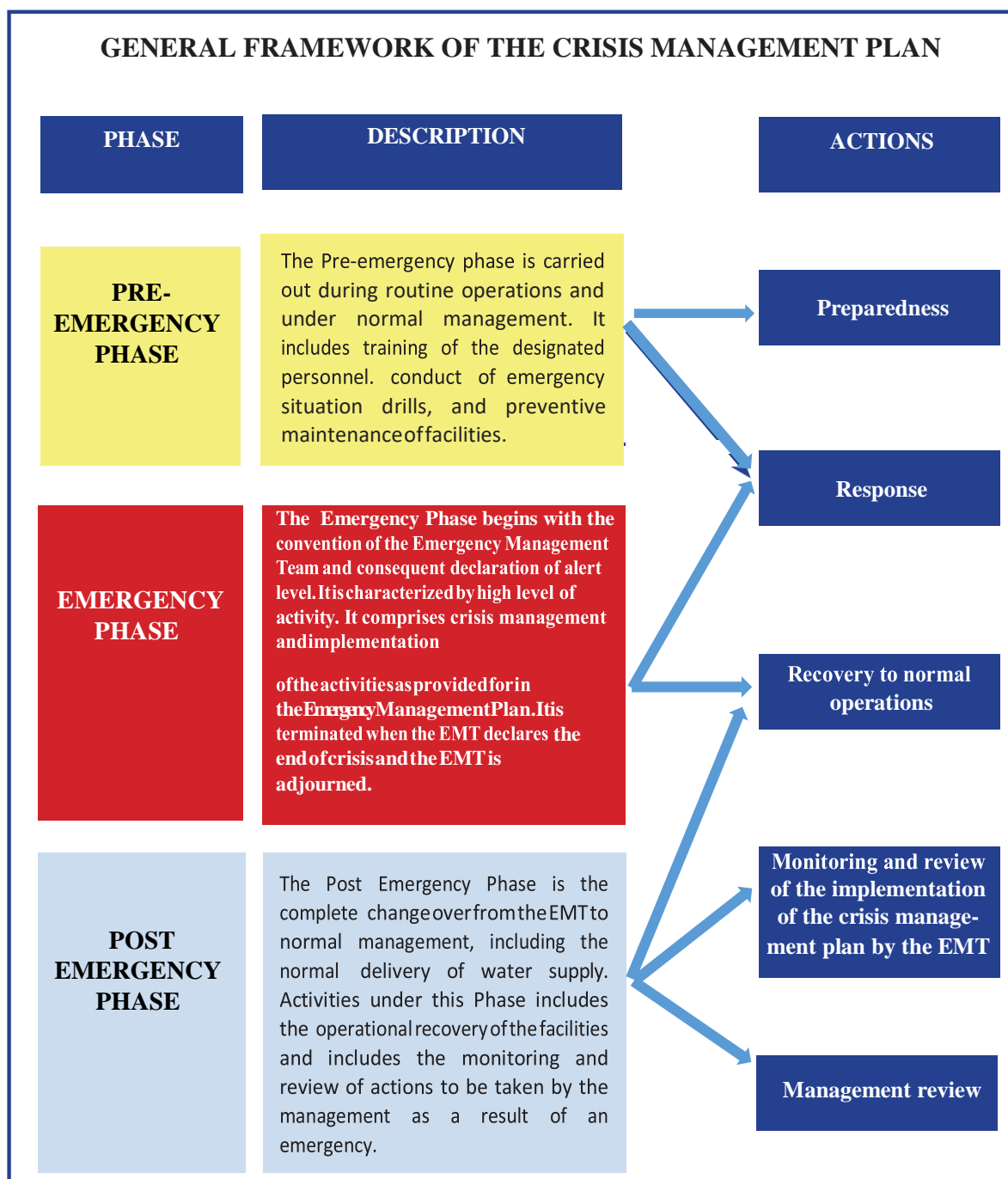
- a) Code Blue - where the crisis situation is confined to a limited area. It indicates the need to stay put and “lock down” behind closed or locked doors.
- b) Code Red—where the crisis situation disrupts all or a large part of the functions of Guimba Water District or endangers the health and safety of its employees or its concessionaires. Code Red indicates the need for evacuation.

CHAPTER 6

EMERGENCY MANAGEMENT AND RESPONSE FRAMEWORK FLOWCHART

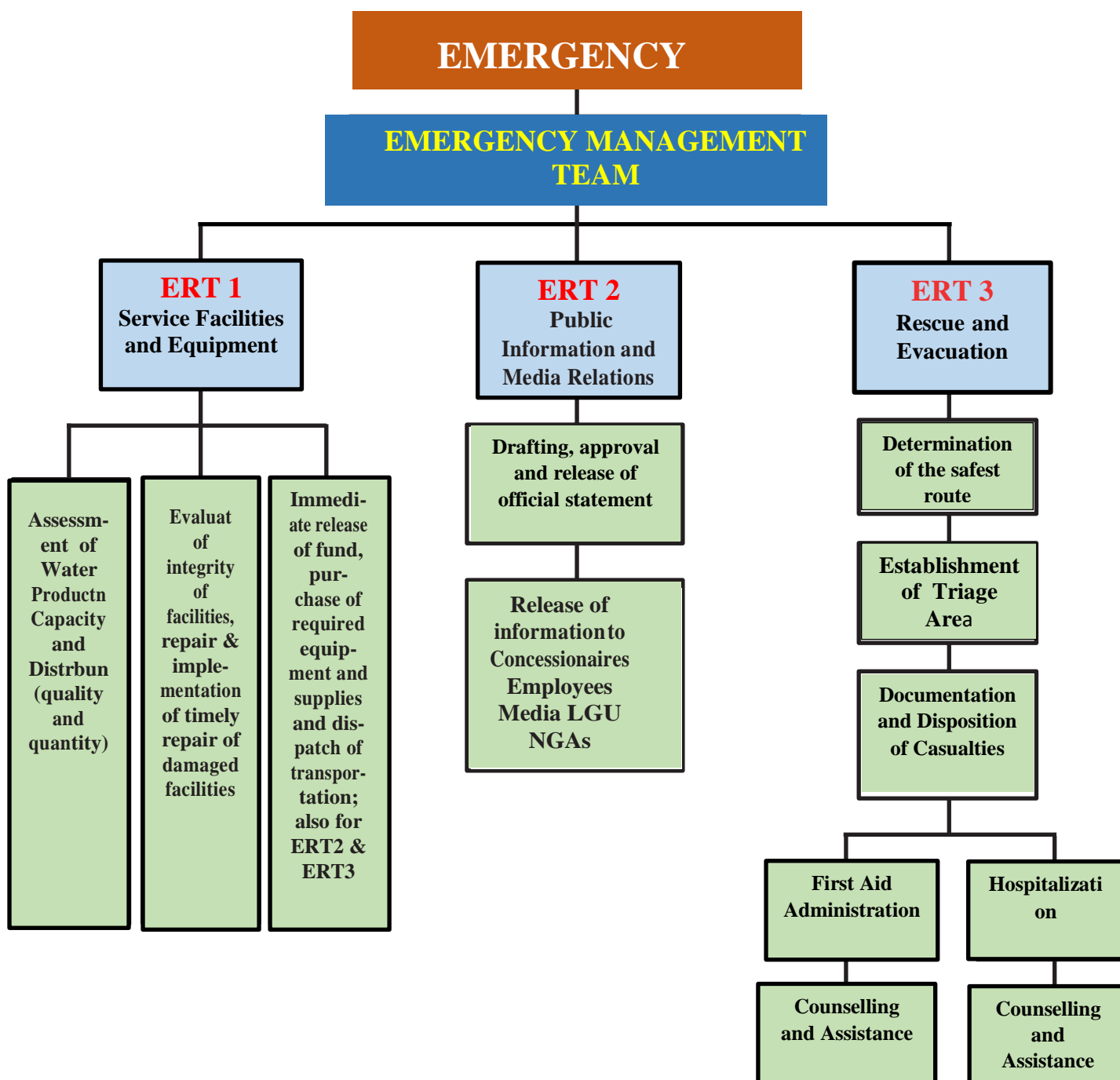
I. FRAMEWORK

This Emergency Management Plan shall operate based on the following framework:



II. STANDARD RESPONSE FLOWCHART

Guimba Water District shall execute the crisis management plan corresponding to the situation and level based on the following flow chart:



CHAPTER 7

EMERGENCY SPECIFIC RESPONSE

A. EARTHQUAKE

PRE-EMERGENCY PHASE

- Ensure integrity of structure during construction
- Regularly check for signs that will compromise the integrity of structure
- Conduct regular earthquake drills among employees

Normal operating procedures - Engg Dept., Prod. Dept, Admin and Finance Dept.

EMERGENCY PHASE

IF INSIDE, stay inside. Remain under cover for 15 minutes.

- Move away from windows, shelters, and heavy objects including furniture and bookshelves.
- Take cover under a desk, table, or counter.
- If shelter is not available, move to an inside wall or corner, turn away from windows, kneel beside a wall, bend head down and put hands behind neck.
- If notebooks or jackets are handy, hold these over your head for protection from flying glass and ceiling debris.
- Stay clear of hazardous chemicals.

Employees concerned

IF OUTSIDE, stay outside. Remain in safe area for 15 mins

- Move to an open space, away from buildings and overhead power lines.
- Lie down or crouch low to the ground to prevent falling

IN CASE OF DAMAGE TO FACILITIES INTERRUPT SERVICE DELIVERY but WITHOUT INJURY to any person, EMT to convene and declare alert level and activate ERT 1 and ERT 2.

EMT, ERT 1, ERT 2

Should there be injured employees or concessionaires within the premises of Guimba Water WITHOUT SERVICE INTERRUPTION, CMT to activate CRT 3

EMT, ERT 1, ERT 2

If the building sustains MINOR damage WITHOUT SERVICE INTERRUPTION, EMT decides regarding its immediate use.

EMT

If the building or facilities sustain significant damage resulting to service interruption and serious injuries, EMT to activate all ERTs.

CMT, CMT 1, CMT 2, CMT 3

POST EMERGENCY PHASE

Declare cessation of emergency and resume normal operations

EMT

Assess damage to facilities and equipment, repair facilities and equipment, purchase replacement of irreparable equipment

NOP-Engg, Prod., A&F Departments

In case service interruption occurred, inform concessionaires of normalcy of situation

NOP-Engg, Prod., A&F Departments

B. TYPHOON/ HURRICANE/T ORNAD

PRE-EMERGENCY PHASE	<ul style="list-style-type: none"> • Ensure availability of chemicals for water treatment • Establish Communication Channel with NEECOII for possible interruption of normal power supply • Ensure readiness of power generating sets including procurement of additional generator to supplement the power requirement • Monitor turbidity of water 	NOP - Prod. Dept, A&F Dept.
EMERGENCY PHASE	Advise concessionaires to collect water in clean containers in case of possible service interruption (especially when predicted by PAG-ASA)	NOP - Corp. Affairs Div., Commercial Dept.
	Take preventive measures to safekeep documents and electronic files in case flood occurs due to the typhoon/storm (see preparation for Flood)	All departments
	In case storm increases level of turbidity or results to damage of facilities that <u>INTERRUPTS THE DELIVERY OF WATER SUPPLY SERVICE</u> , EMT to convene and declare alert level and activate ERT 1 and ERT 2.	EMT, ERT 1, ERT 2
	Should there be INJURED EMPLOYEES OR CONCESSIONAIRES within the premises of Guimba Water District but <u>WITHOUT SERVICE INTERRUPTION</u> , EMT to activate ERT 3	EMT, ERT 3
POST EMERGENCY PHASE	Declare cessation of crisis and resume normal operations	EMT
	Assess damage to facilities and equipment, repair facilities and equipment, purchase replacement of irreparable equipment	NOP - Engg, Prod., A&F Departments
	In case service interruption occurred, inform concessionaires of normalcy of situation	NOP - Corp. Affairs Div., Comm. Dept.

C. DROUGHT

PRE-EMERGENCY PHASE	<ul style="list-style-type: none"> • Ensure availability of chemicals for water treatment • Keep water tankers in good condition 	Normal operating procedures- Prod. Dept.
	<ul style="list-style-type: none"> • Release reminders to concessionaires regarding potential effect of drought to water supply and advice them to collect water in clean containers in case of possible service interruption 	NOP - Corp. Affairs Div., Commercial Dept.
EMERGENCY PHASE	<p>In case drought increases level of manganese or substantially reduces water supply that INTERRUPTS THE DELIVERY OF WATER SUPPLY SERVICE, EMT to convene and declare alert level and activate ERT 1 and ERT 2.</p>	EMT, ERT 1, ERT 2
POST EMERGENCY PHASE	<p>Declare cessation of crisis and resume normal operations</p>	EMT
	<p>Assess extent of the drought (duration, effect on water supply and quality)</p>	NOP - Engg, Prod., A&F Departments
	<p>In case service interruption occurred, inform concessionaires of normalcy of situation</p>	NOP - Corp. Affairs Div., Comm. Dept.

D. FLASH FLOOD

PRE-EMERGENCY PHASE	<ul style="list-style-type: none"> • Mark documents and movable properties according to priority of evacuation • Elevate important documents and back up files or place in safety vaults • Scan important paper documents and store in digital files 	NOP - All Departments
EMERGENCY PHASE	<ul style="list-style-type: none"> • Evacuate documents to safer and higher grounds • Immediately evacuate the premises and go to higher grounds 	Employee on site of emergency
	In case flood results to damage of facilities that INTERRUPTS THE DELIVERY OF WATER SUPPLY SERVICE, CMT to convene and declare alert level and activate CRT 1 and CRT 2.	EMT, ERT 1, ERT 2
	Should there be injured employees or concessionaires within the premises of Guimba Water but WITHOUT SERVICE INTERRUPTION, CMT to activate CRT 3	EMT, ERT 3
POST EMERGENCY PHASE	Declare cessation of crisis	EMT
	Assess damage to facilities and equipment, repair facilities and equipment, purchase replacement of irreparable equipment	NOP - Engineering, Production, Admin & Finance Departments
	In case service interruption occurred, inform concessionaires of normalcy of situation	NOP - Corp. Affairs Div., Comm. Dept.

E. BOMB THREAT

This plan only addresses situation where there is a bomb threat made through telephone call or suspicious package in the vicinity, and NO ACTUAL VIOLENCE is taking place.

PRE-EMERGENCY PHASE	<ul style="list-style-type: none"> • Install caller IDs in all landlines. • Install high resolution CCTV in critical areas • Install alert systems connected to the local PNP, supervisor, and EMT leader • Hire adequately trained security guards • Limit access to facilities. • Provide all offices with Bomb Threat Checklist Form and Physical Description Form 	NOP – Admin and Finance Dept.
	<ul style="list-style-type: none"> • Be alert for suspicious persons loitering in or near the work- place. • Be alert for unfamiliar or suspicious vehicles near the work- place. • Report all suspicious activities to supervisor. 	NOP - All Departments
EMERGENCY PHASE	<ul style="list-style-type: none"> • Report the threat to the EMT Leader, or if not possible, to any EMT member • Document the call as outlined in the Bomb Threat Checklist for Phoned Threats later in this procedure. • Record the time and the exact words of the message with particular emphasis on the description and the possible location of the device. • Be familiar with Letter and Parcel Recognition Points outlined later in this procedure. • DO NOT HANG UP THE PHONE. The call may be trace- able 	Employee on site of crisis
	EMT to decide whether to not to evacuate the building or call the PNP for assistance. If evacuation is required, EMT to activate ERT 3.	EMT, ERT 3
POST EMERGENCY PHASE	Conduct another thorough inspection of the premises	EMT
	Declare cessation of crisis and resume normal operations	EMT
	In case service interruption occurred, inform concessionaires of normalcy of situation	NOP - Corp. Affairs Div.

SPECIFIC INSTRUCTIONS ON BOMB THREAT

REPORTING A BOMB THREAT

- Immediately inform the General Manager about the threat.
- The General Manager will decide whether or not to evacuate the building and call the local PNP for assistance.
- It is likely that a staff will be asked to conduct a quick search of the areas, the exterior of the building, and all evacuation routes. The assigned staff must report anything suspicious or out of place to the General Manager and to the police.

RECEIVING A BOMB THREAT

- If you receive a call, document the call as outlined in the Bomb Threat Checklist for Phoned Threats later in this procedure.
- Record the time and the exact words of the message with particular emphasis on the description and the possible location of the device.
- Be familiar with Letter and Parcel Recognition Points outlined later in this procedure.
- DO NOT HANG UP THE PHONE. The call may be traceable.

WHAT TO DO WHILE SPEAKING TO THE CALLER

- Basic instructions are to be calm, be courteous. Listen, do not interrupt the caller.
- Pretend difficulty with hearing the caller's conversation. Keep the caller talking.
- Did the caller appear familiar with the facility or building when he or she described the location of the bomb(s) or device(s)? If the caller seems agreeable to further conversation, ask questions like the following, jotting down his or her responses:
 - What kind of bomb or device is it?
 - What does it look like?
 - How many devices did you place?
 - Did you place the bomb? Why?
 - When will it/they go off? At a certain hour?
 - How much time remains until it goes off?
 - Will the bomb cause a fire?
 - What will cause it to explode?
 - Why are you doing this?
 - From where are you calling?
 - What is your address?
 - What is your name?
 - Where is it located?
 - In which building? In which area?

EVACUATION

If there is to be an evacuation of the building, **CELL PHONES AND 2-WAY RADIOS SHALL NOT BE USED FOR NOTIFICATION, AS RADIO TRANSMISSIONS CAN SET OFF A BOMB WITH AN ELECTRICAL DETONATOR. THESE ITEMS ARE TURNED OFF IMMEDIATELY.**

Personal items such as purses, briefcases, backpacks, and outerwear are taken when evacuating so that they won't be considered "suspicious packages" when the building is more thoroughly searched.

POINTS TO CONSIDER WHEN DECIDING WHETHER OR NOT TO EVACUATE THE BUILDING:

- What is the time factor-how long will it be before the bomb is timed to explode?
- How long will it take to advise employees, customers and others?
- Most bomb threats (approximately 95%) are hoaxes. Do enough factors in the threat allow you to consider this possibility?
- What has a cursory search of the building and the grounds (cars, trashcans, etc.) revealed?
- What about exposing people to the risk of an outside bomb or shooter?

LETTER AND PARCEL BOMB RECOGNITION POINTS

The following are letter and parcel bomb recognition points.

- Foreign mail, air mail, and/or special delivery
- Restrictive markings, such as "confidential" or "personal"
- Excessive postage
- Handwritten or poorly typed addresses
- Incorrect titles
- Titles but no names
- Misspellings of common words
- Oily stains or discolorations
- No return address
- Excessive weight
- Rigid envelope
- Lopsided or uneven envelope
- Protruding wires or tinfoil
- Excessive securing material, such as masking tape or string
- Visual distractions

WHAT TO DO AFTER RECEIVING A SUSPICIOUS PACKAGE

- Do not handle package. **EMPLOYEES MUST NOT TOUCH OR ATTEMPT TO MOVE ANY SUSPICIOUS OBJECT OR PACKAGE**
- Evacuate area package is in.
- Immediately call the PNP for assistance or defer to EMT for further instructions.

BOMB THREAT CHECKLIST FOR PHONED THREAT

Exact message received: _____

TO BE COMPLETED AFTER CONTACTING YOUR EMERGENCY COORDINATOR.

Name of person receiving call: _____ Time: _____ Date: _____

Caller's identity:

Male _____ Female _____ Adult _____ Juvenile _____ Approximate age: _____

Caller ID Number as it appeared on landline monitor _____ Origin of call (if you can tell or ask):

Local _____ Long Distance _____ Booth _____ Internal (from within building) _____

Vocal characteristics

___ Loud ___ Soft
 ___ High Pitch ___ Deep
 ___ Raspy ___ Pleasant
 ___ Intoxicated ___ Other

Speech

___ Fast ___ Distorted
 ___ Distinct ___ Nasal
 ___ Stutter ___ Lisp
 ___ Slurred ___ Other
 ___ Slow

F.

Language

___ Excellent ___ Good
 ___ Fair ___ Poor
 ___ Foul ___ Other

Accent

___ Local ___ Regional
 ___ Foreign ___ Other
 ___ Not local

Manner

___ Calm ___ Angry
 ___ Rational ___ Irrational
 ___ Coherent ___ Incoherent
 ___ Emotional ___ Laughing
 ___ Righteous

Background noises

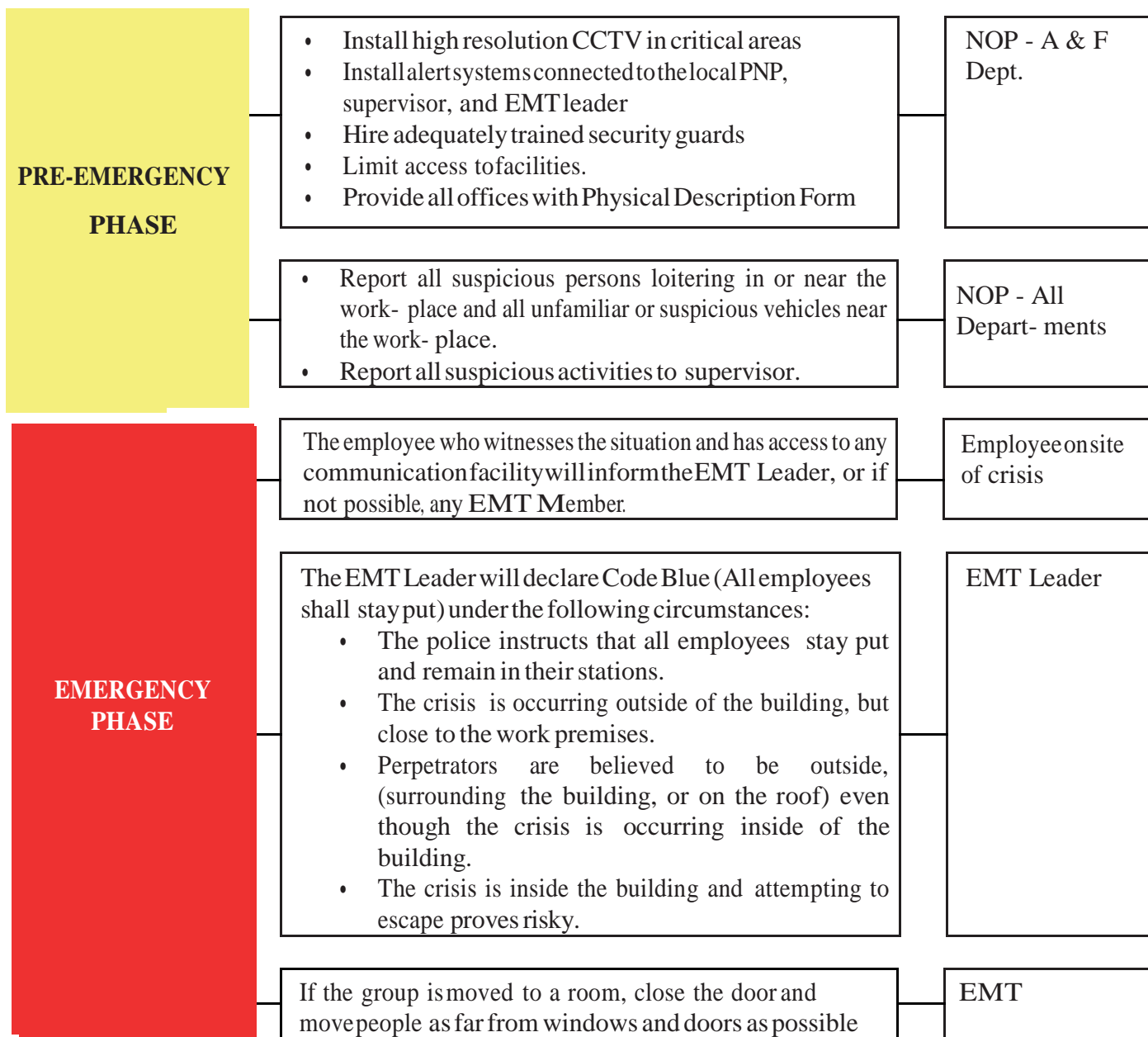
___ Machinery ___ Trains
 ___ Bedlam ___ Animals
 ___ Music ___ Quiet
 ___ Office Machine ___ Voices
 ___ Street ___ Atmosphere.
 ___ Other

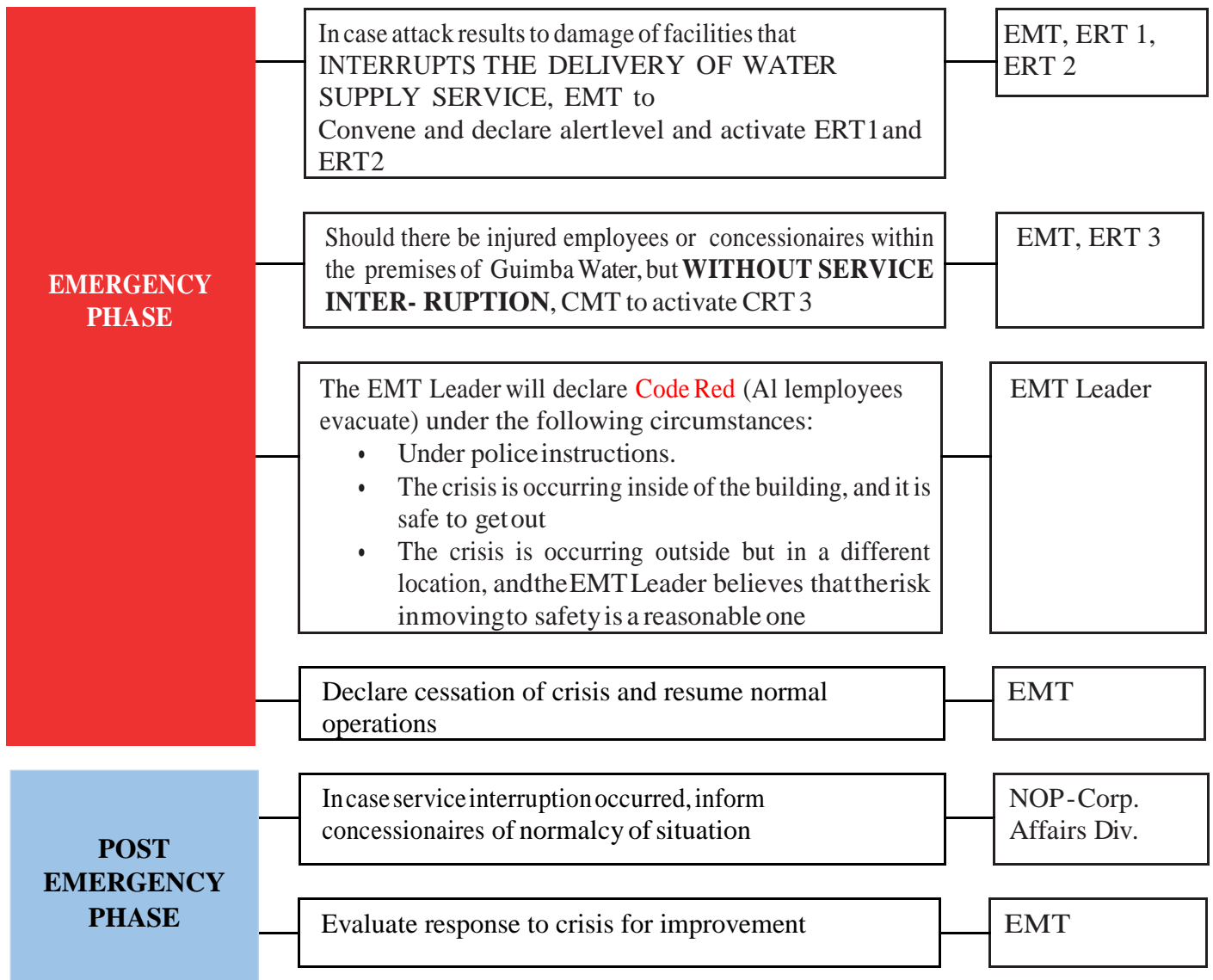
HOSTAGE-TAKING

This plan addresses a situation involving ACTUAL VIOLENCE, which may be sudden and random in nature. A situation involving hostage taking or terrorism is a highly fluid situation.

Dissemination of Alert level shall be done through the paging system if possible, through telephone call, text messaging system, or any other means available.

The witnesses to the incident must fill up the Physical Description Form as soon as the incident is over.





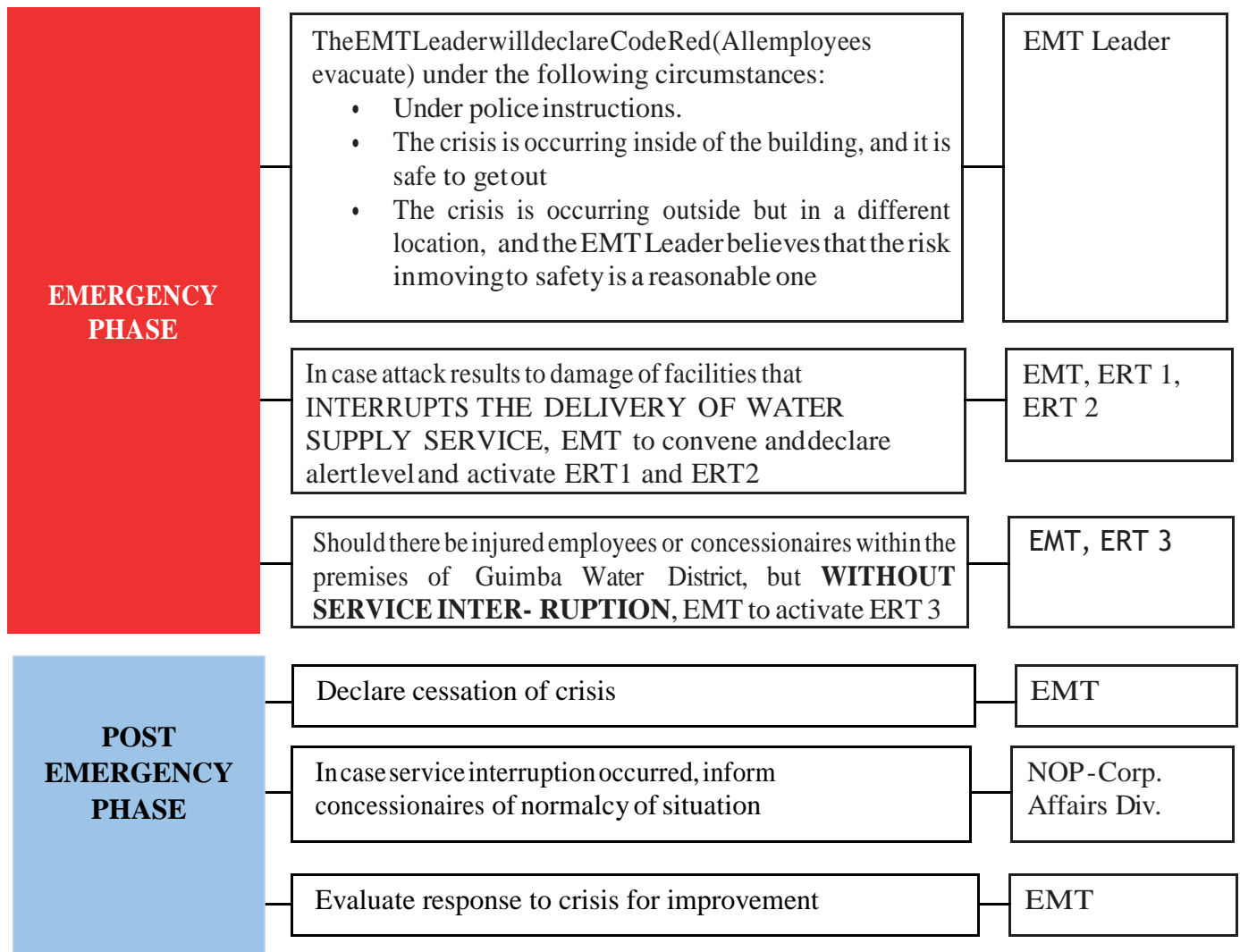
G. TERRORIST ATTACK

This plan addresses a situation involving ACTUAL VIOLENCE in the form of actual bomb detonation in any facility, or hostage taking of officials, employees, or concessionaires within the premises of Guimba Water, or any similar acts which may be sudden and random in nature.

Dissemination of Alert level shall be done through the paging system if possible, through telephone call, text messaging system, or any other means available.

The witnesses to the incident must fill up the Physical Description Form as soon as the incident is over.

PRE-EMERGENCY PHASE	<ul style="list-style-type: none"> • Install high resolution CCTV in critical areas • Install alert systems connected to the local PNP, supervisor, and EMT leader • Hire adequately trained security guards • Limit access to facilities. • Provide all offices with Physical Description Form 	NOP - A & F Dept.
	<ul style="list-style-type: none"> • Report all suspicious persons loitering in or near the work- place. • Report all unfamiliar or suspicious vehicles near the work- place. • Report all suspicious activities to supervisor. 	NOP - All Departments
EMERGENCY PHASE	The employee who witnesses the situation and has access to any communication facility will inform the EMT Leader, or if not possible, any EMT Member.	Employee onsite of crisis
	<p>The EMT Leader will declare Code Blue (All employees shall stay put) under the following circumstances:</p> <ul style="list-style-type: none"> • The police instructs that all employees stay put and remain in their stations. • The crisis is occurring outside of the building, but close to the work premises. • Perpetrators are believed to be outside, (surrounding the building, or on the roof) even though the crisis is occurring inside of the building. • The crisis is inside the building and attempting to escape proves risky. 	EMT Leader
	If the group is moved to a room, close the door and move people as far away from windows and doors as possible	EMT



H. ROBBERY

PRE-EMERGENCY PHASE	<ul style="list-style-type: none"> • Install high resolution CCTV in critical areas • Install alert systems connected to the local PNP, supervisor, and EMT leader • Keep cash regularly collected by/deposited to banks. • Do not discuss cash levels and security procedures outside of work. • Hire adequately trained security guards • Limit access to facilities and records. • Provide all offices with Physical Description Form 	NOP - A & F Dept.
	<ul style="list-style-type: none"> • Be alert for suspicious persons loitering in or near the work-place. • Be alert for unfamiliar or suspicious vehicles near the work-place. • Report all suspicious activities to supervisor. 	NOP - All Depart-ments
EMERGENCY PHASE	<ul style="list-style-type: none"> • Remain calm and avoid any action that might incite the robber to act violently. • Discreetly press alert system, IF POSSIBLE, to inform supervisor, EMT Leader, any EMT member and the PNP about the occurrence of robbery • Follow instructions of the robber. Do not argue with them. • As much as possible, stay calm and alert throughout the ordeal. • Employees who see the perpetrator/s must take note of their physical characteristics and immediately fill up the Physical Characteristics Form after the incident • Close and secure the office until the police arrive to preserve the scene of the crime for fingerprints and other physical evidence. • Preserve any notes that the robber may have written, such as a request for money/valuables. 	Employee on site of emergency
POST EMERGENCY PHASE	Inspect all premises for other missing items or documents	EMT
	Declare cessation of crisis and resume normal operations	EMT
	Review security measures in place and institute corrective measures	EMT

PHYSICAL CHARACTERISTICS DESCRIPTION FORM

(For Terrorist Attacks, Robbery, Theft, Hostage Taking and Similar Incidents)

	Perpetrator 1	Perpetrator 2
Male/Female:	_____	_____
Race/Nationality:	_____	_____
Height:	_____	_____
Weight:	_____	_____
Build:	_____	_____
Hair Color/Length:	_____	_____
Glasses:	_____	_____
Eye Color:	_____	_____
Scars or Marks:	_____	_____
Weapon Type:	_____	_____
(revolver, automatic rifle, shotgun, bladed weapons etc.)		
Jewelry:	_____	_____
Clothing: Jacket:	_____	_____
Shirt:	_____	_____
Pants:	_____	_____
Hat:	_____	_____
Shoes:	_____	_____
Vehicle: Type:	_____	_____
Model/Year:	_____	_____
Color:	_____	_____
License Plate:	_____	_____

Additional Information on Perpetrator 1: _____

Additional Information on Perpetrator 2: _____

Do not discuss any details of the event until the police are through taking statements from you and your co-workers. Thank you for your cooperation.

PRE-EMERGENCY PHASE	<ul style="list-style-type: none"> • Install high resolution CCTV in critical areas • Install alert systems connected to the local PNP, supervisor, and EMT leader • Keep cash regularly collected by/deposited to banks. • Do not discuss cash levels and security procedures outside of work. • Hire adequately trained security guards • Limit access to facilities and records • Provide all offices with Physical Description Form 	NOP - A & F Dept.
	<ul style="list-style-type: none"> • Be alert for suspicious persons loitering in or near the work-place. • Be alert for unfamiliar or suspicious vehicles near the work-place. • Report all suspicious activities to supervisor. 	NOP - All Depart-ments
EMERGENCY PHASE	<ul style="list-style-type: none"> • Inform the EMT Leader of the occurrence of theft. • Conduct inventory of properties and equipment. • Employees who saw the perpetrator/s must take note of their physical characteristics and immediately fill up the Physical Characteristics Form after the incident • Close and secure the area until the police arrive to preserve the scene of the crime for fingerprints and other physical evidence. 	Employee on site of crisis
POST EMERGENCY PHASE	Declare cessation of crisis and resume normal operations	EMT
	Review security measures in place and institute corrective measures	NOP - Admin & Finance Department

J. PANDEMIC RESULTING FROM CONTAMINATED WATER

PRE-EMERGENCY PHASE	<ul style="list-style-type: none"> Continuous water quality monitoring of water from tap and from source Surpass the local standards of conducting bacteriological testing and physical/chemical analysis of water. Seek accreditation of DOH and other regulating agencies for WTPs' water testing laboratory. Purchase and update laboratory equipment for water testing Develop Water Safety Plan (WSP) and regularly assess WTPs and distribution networks compliance to set standard. 	NOP - Production Department
EMERGENCY PHASE	<ul style="list-style-type: none"> Determine the coverage of affected areas and isolate the area. Advise concessionaires in area not to use water for drinking for the meantime. Investigate source/cause of contamination. 	Production Dept.
	Should pandemic be confirmed to be caused by contaminated water supply from Guimba Water District, EMT to convene and declare alert level. All ERTs to be activated.	EMT, ERT 1, ERT 2, ERT 3
	Should pandemic be found not due to contaminated water supply from Guimba Water District, concessionaires to be advised of results of investigation and of the safety of water	EMT, ERT 2
POST EMERGENCY PHASE	Declare cessation of crisis	EMT
	Review water safety measures in place and institute corrective measures	NOP - Admin & Fin Department
	Inform affected concessionaires with the status of corrective actions being undertaken by the agency.	NOP - Corp. Affairs Div., Comm. Dept

K. FIRE

PRE-EMERGENCY PHASE	<ul style="list-style-type: none"> Continuously dispose of fire hazards Regularly check electrical wirings and ensure working conditions of fire hydrants and extinguishers Install smoke detectors Label emergency exits and ensure that employees are aware where the exit nearest their station is located Conduct fire emergency drills among employees Maintain lists of employees who have special needs, and employees who are pre-assigned to assist these people during an emergency. Scan important documents and store in digital format Label all documents and movable assets according to priority of evacuation 	NOP - All Departments
EMERGENCY PHASE	<ul style="list-style-type: none"> When a fire alarm sounds, immediately evacuate the building. In leaving, close, but do not lock doors. Do not take the elevator nor find cover in any enclosed room. 	Safety officer, all employees
	Check if the fire alarm is false. If false, silence it and re-enter the building. Otherwise, call the Bureau of Fire immediately.	Safety officer, all employees
	A fire extinguisher should be used only if the fire is small and you are trained in its use. The extinguisher is used only after a fire alarm has been activated	Employees with access to fire extinguisher
	In case fire results to damage of facilities that INTERRUPTS THE DELIVERY OF WATER SUPPLY SERVICE, EMT to convene and declare alert level and activate CRT 1 and CRT 2.	EMT, ERT 1, ERT 2
	Should there be injured employees or concessionaires within the premises of Guimba Water but WITHOUT SERVICE IN- TERRUPTION , CMT to activate CRT 3	EMT, ERT 3
POST EMERGENCY PHASE	Declare cessation of crisis and resume normal operations	EMT
	<ul style="list-style-type: none"> Review fire safety measures in place and institute corrective measures Document reports for filing of insurance claims from GSIS Repair damaged equipment and used fire extinguishers 	NOP - Admin & Finance Department
	Reconstitute damaged documents	NOP – All Departments

L. VOLCANIC ERUPTION

PRE-EMERGENCY PHASE	Provide cover to all water bearing structures to protect supply from ash fall.	NOP - All Departments
	In case volcanic eruption results to damage of facilities that INTERRUPTS THE DELIVERY OF WATER SUPPLY SERVICE , EMT to convene and declare alert level and activate ERT 1 and ERT 2.	EMT, ERT 1, ERT 2
EMERGENCY PHASE	Should there be injured employees or concessionaires within the premises of Guimba Water but WITHOUT SERVICE INTERRUPTION , EMT to activate ERT 3	EMT, ERT 3
	Declare cessation of crisis and resume normal operations	EMT
POST EMERGENCY PHASE	Assess and repair damage to facilities	NOP-Engg. Dept., Production Dept.

M. SCANDAL RESPONSE PLAN

PRE-EMERGENCY PHASE	Regularly conduct reorientation seminars regarding the Code of Ethics for government employees	NOP – Admin & Finance Dept.
	EMT to assess extent of damage to WD image and activate ERT 2 if circumstances warrant	EMT, ERT 2
POST EMERGENCY PHASE	Declare cessation of crisis and resume normal operations	EMT
	Imposition of administrative sanctions to erring employee	NOP – Admin & Finance Dept.
	Repair of public image	NOP - Corp. Affairs Division

N. SOFTWARE FAILURE

PRE-EMERGENCY PHASE	Regularly back-up electronic files in two copies every week	NOP - Comm. Dept.
EMERGENCY PHASE	Issue receipts manually to paying customers in duplicates	Comm. Dept.,
POST EMERGENCY PHASE	<ul style="list-style-type: none"> Assess capacity of computers and upgrade if necessary Check integrity of files and records 	NOP - Comm. Department

O. POWER FAILURE

PRE-EMERGENCY PHASE	<ul style="list-style-type: none"> Regularly test and ensure readiness of power generating sets Regularly monitor advisories from NEECO II regarding power outages Ensure adequate stock of fuel 	NOP - Prod. Dept.
EMERGENCY PHASE	In case power failure results to damage of facilities that <u>interrupts the delivery of water supply service</u> , EMT to convene and declare alert level and activate ERT 1 and ERT 2.	EMT, ERT1, ERT 2
POST EMERGENCY PHASE	Declare cessation of crisis and resume normal operations	EMT
	In case service interruption occurs, inform concessionaires about the normalcy of the situation	NOP - Corp. Affairs Div., Comm. Dept.

EMERGENCY COMMUNICATION PLAN

An emergency will generate media interest, and how it is handled can have a tremendous impact, either positive or negative, to Guimba Water District. Managing media coverage is a crucial element of crisis management.

During a crisis situation, we are defined by what we project. And, more often than not, in a crisis situation what is projected is often unrelated, or at the very least, not an accurate or complete image of what we are due to the high level of emotion attached to an incident.

This plan enables the public perception to be, as much as possible, an honest portrayal of who we are: competent, concerned, and willing to devote all of our resources to resolve the situation as quickly as possible.

GOALS AND OBJECTIVES

The following plan is intended to serve as an emergency communications guide for Guimba Water District. Its purpose is to help manage communications flow during a crisis, and is designed to work in tandem with and in support of the agency's Emergency Management Plan.

The specific objectives of this crisis communications plan are as follows:

- Prepare Guimba Water District to effectively and nimbly manage emergency communications;
- Help assigned personnel to respond in a unified, professional manner that reinforces sector leadership and creates loyalty;
- Strategically enhance our brand/role, and the public understanding of the value provided by Guimba Water District
- Manage the distribution of critical, often sensitive, information to the media, members, and public;

The goal is to balance the desire to give the public - media, concessionaires, local government officials, employees, and other stakeholders - timely, accurate information, and with the need to protect the privacy and safety of employees and individuals involved in the crisis.

THE STAKEHOLDERS

I. Internal Audiences:

- Employees
- Managers
- Members of the Board of Directors

II. External Audiences

- Concessionaires
- Homeowner Associations
- Local Government Officials (City and barangay)
- Media
- National Government Agencies (DILG, DOH, DPWH, PAG-ASA, LWUA, MWSS)
- Local Businesses
- Civic Organizations
- Water Sector Organizations
- Funding Agencies

NOTIFYING KEY STAKEHOLDERS

The Emergency Response Team for Communications and Information Dissemination (ERT 2 in the Emergency Management Plan), in consultation with the Emergency Management Team, will determine which groups need to be informed first.

It is important to keep in mind that people will seek – and believe – other sources of information (e.g., news reports, rumors, word of mouth) in the absence of official communication. Effective communication will help quell rumors, maintain morale and ensure public safety.

All key messages will have to be approved by the EMT Leader before dissemination

RESPONSIBILITIES OF THE EMERGENCY RESPONSE TEAM FOR PUBLIC INFORMATION AND MEDIA RELATIONS

The ERT2 shall have the following responsibilities:

A. MEDIA RELATIONS

1. Maintain an updated directory of print and broadcast media personnel who are to be contacted in the event of a crisis.
2. Determine if a media station shall be set up during and after a crisis, including a space for photographers and camera equipment. In case the media station shall be set up, it shall be located away from danger and away from the victims
3. Coordinate and manage one or more news conferences to “feed the media”. In such news conferences, he/she must be prepared to answer questions from at least 2 perspectives: what happened and how people are feeling.
4. Monitor media coverage for inaccuracies and related developments
5. News writing and dissemination of news releases to update the media of the progress in handling the crisis and posting these on the agency website
6. Identify witnesses, victims, and/or relatives who would be willing and appropriate to be interviewed by the media.
7. Document media calls for ongoing, future, and follow up communications on crisis developments.

B. CONTROL OF RELEASE OF INFORMATION

1. Obtain clearance from the EMT Leader of all communication and information materials before releasing the same
2. Issue internal “Briefing Notes” to ensure accuracy and to provide uniformity of information for dissemination by officers and employees. The notes shall provide major communications points agreed upon by Emergency Management Team, and when required by the situation, by the Corporate Legal Counsel
3. Coordinate the release of approved information to police and fire departments who sent their respective public information officers to the scene of the crisis
4. Coordinate the release of information to all stakeholders
5. Manage the mechanisms to respond to the public who request information directly from the organization by telephone, text messaging, in writing, or by e-mail.

THE MEDIA SPOKESPERSON

Unless otherwise the EMT Leader assigns another officer, the Corporate Affairs Division Manager is the primary spokesperson for Guimba Water. The Corporate Affairs Division Manager shall handle interactions with the media in any crisis situation.

Employees **MUST POLITELY DECLINE** to answer questions and refer the media to the designated spokesperson/s. These include queries referring to the following:

- Names, addresses, descriptions or photographs of witness, perpetrators, and/or victims.
- Information about police operations or investigations.
- Security procedures including those which were breached by perpetrators.

MEDIA BRIEFING AND MEDIA STATION

As far as practicable, the designated Media Station is the Orientation Room at the Main Office of Guimba Water District

In general, a media briefing should only be held when:

- There's been a loss of life, serious injury or significant property damage
- There are damaging accusations or questions about the agency's integrity,
- The situation demands a personal response to media inquiries

When hosting an in-person media briefing, the Media Station should be stocked with the following equipment:

- A podium or lectern
- Two microphones (for spokesperson and for media)
- Tables and chairs arranged in classroom style
- Electrical outlets or extra extension cords for cameras and computers
- A neutral background behind the podium/ lectern
- Snacks and beverages
- A media sign-in table with media kits
- Video camera and digital camera for documentation
- Print-out of news releases/press briefing
- Events board (schedule of next briefing, contact numbers, etc.)
- Map of the area covered by the crisis, if available

With bad news, the agency logo or name shall not be displayed in the Media Room, either as a background curtain or at the front of the podium/lectern. Remove signs or posters in the area referring to company values or other promotional items.

During the briefing, The ERT2 Leaders shall bring the room to order, and provide the spokesperson's name, spelling and title. He/She shall also establish the ground rules (length of briefing, time for Q&A, etc.,).

The designated spokesperson shall then read a prepared statement of no longer than two minutes. He/she shall also advise the media where to gather, and why, the areas to avoid and why, and how information needs will be addressed and why. He/She will then give media reps time to ask questions, and thereafter bring the briefing to a close, with the promise that the media will be contacted once updated information is available.

MEDIA ACCESS TO THE SCENE OF THE CRISIS

The media shall be allowed access to a site near the scene only after their safety is assured and investigations are complete, as well as any injured persons evacuated. Media will be kept at a safe distance from the area to protect any investigation or evidence, and for their own safety. Any members of the media should have press credentials on and recorded by the CRT2, otherwise those posing as media may use the situation out of curiosity, compromising communications efforts.

CRISIS COMMUNICATION TIMELINE

This timeline is ideal but is not the hard and fast rule. The ERT 2 may adjust the timeline upon evaluation of the crisis and the stakeholders' need for public information.

Goal

Post to the Web within minutes providing information, as brief as it might be, about what has happened and instructions on what to do. As time progresses, reports can get longer and more in-depth. Accuracy and credibility are vital; report information quickly and correct errors quickly.

Within minutes

1. Working with the Emergency Management Team and even when only limited information is available, inform the public that an incident/emergency has been reported or has occurred and has the potential to disrupt delivery of water service or harm the health of residents/concessionaires (*e.g. an earthquake has struck, an explosion has been reported, news report regarding water contamination is aired*). Provide instructions on what to do. Possible communication channels: Website, Text blast, news briefs. Fact sheets released publicly or posted to the Internet must be time stamped and updated as information changes.

Within the first hour

1. Update incident report and instructions on Web as frequently as possible (continuing activity)
2. Develop factual, detailed messages that reflect the status of the crisis, the response of Guimba Water District, and, if possible, proactive steps that are being taken or has already been taken to resolve the situation.
3. Prepare official statement for officers and employees for uniformity of information that will be disseminated to the public.
4. Prepare talking points and provide a script for the staff designated to receive incoming calls.
5. Handle incoming media calls, if any (continuing activity)

Within two hours

1. Monitor news reports, blogs, etc. for inaccuracies and rumors; post corrections and rumor control information to the web (continuing activity)
2. Dispatch information staff to manage any on-site media, and report conditions on site back to the EMT Leader

Within four hours

1. Determine need/timing to establish media station. Begin preparations if needed
2. Determine need for press briefing, media site tours; set time and location if formal briefing is necessary.

SPECIFIC INFORMATION NEEDS:

Each group of audience in every crisis has specific information needs.

AUDIENCE	INFORMATION NEED
Employees	<ul style="list-style-type: none"> • The impact of the emergency/crisis on operations. • The impact on their family members • How they can help in information dissemination • Actions they should take. • Reassurances on issues with regard to their safety and well being
Managers	<ul style="list-style-type: none"> • Impact of the crisis on operations • Support required from them • Actions that they must take. • Reassurances on issues with regard to their safety and well being
Members of the Board of Directors	<ul style="list-style-type: none"> • Impact of the crisis on operations • Support required from them in terms of policy directions • Reassurances on issues with regard to the safety of the staff, the structures, and the quality and the quantity of water
Concessionaires Homeowners Associations	<ul style="list-style-type: none"> • Effect of the crisis on the quantity and quality of water • Actions that they should take • How they can help in the emergency response: • Stay away from the area impacted. • Stay off the phone – keep roads and phone lines available for emergency use. • Remain calm. • Stay tuned to local media for further information.
Local Government Officials (City and barangay)	<ul style="list-style-type: none"> • Impact of the crisis on operations • Potential joint communications strategies. • Immediate or potential support/action required. • Reassurances on issues with regard to the safety and well-being of the community, including water quality • LGU's role/responsibility in the management of the crisis
Media	<ul style="list-style-type: none"> • Status of crisis response • How they can help in information dissemination • Safety precautions/actions the public needs to take • How their information, interviews and picture needs will be met

National Government Agencies (DILG, DOH, DPWH, PAG-ASA, LWUA, MWSS,	<ul style="list-style-type: none"> • Agency's role/responsibility in crisis management • Potential issues that may impact their organization/clients. • Potential media and public interest • Key messages & communications strategies. • Potential joint communications strategies. • Immediate or potential support/action required
Local Businesses	<ul style="list-style-type: none"> • Safety precautions to take. • How they can help in responding to the emergency • Potential issues that may impact their organization/clients. • Stay tuned to local media for further information.
Civic Organizations	<ul style="list-style-type: none"> • Safety precautions to take. • How they can help in responding to the emergency • Stay tuned to local media for further information • Immediate or potential support/action required
Water Sector Organizations	<ul style="list-style-type: none"> • Potential media and public interest. • Potential joint communications strategies. • Immediate or potential support/action required
Funding Agencies	<ul style="list-style-type: none"> • How they can help in responding to the emergency • Immediate or potential support/action required
Victims	<ul style="list-style-type: none"> • How they can get help. • How they can help themselves. • Safety precautions to take. • Reassurances on issues with regard their well being
Family of Employees	<ul style="list-style-type: none"> • Status of family members. • How they can contact a family members. • Actions they should take. • Reassurances on issues with regard the safety and well- being of family members and others who have been impacted

Appendix A
MEDIA QUERY LOG

Please use this form to record every phone call from the media.

Call taken by: _____ **Date :** _____ **Time:** _____

Call Received from: _____ **News organization:** _____

Location (specific coverage area): _____ **Phone:** _____ **Fax:** _____

Deadline: _____

Nature of questions (angle)/Information requested _____

Notes/Response: _____

Caller requests follow-up call? _____ **YES** _____ **NO**

Call returned by: _____ **on** _____ **at** _____ **AM/PM**

Appendix B-1
TEMPLATE MEDIA STATEMENT AT THE ONSET OF A CRISIS

To be released by the Corporate Affairs Division

Date: _____ Time: _____

Approved by: _____

This is an evolving emergency and I know that, just like we do, you want as much information as possible right now. While we work to get your questions answered as quickly as possible, I want to tell you what we can confirm at this time:

At approximately, _____ (time), a (brief description of what happened) _____

At this point, we do not know yet the number of (*persons ill, persons exposed, injuries, deaths, etc.*).

Please be assured that we have a system in place and we are being assisted by (police, NBI, etc).

The situation is (*under*) (*not yet under*) control, and we are working with (local, State) authorities to (*e.g., contain this situation, determine how this happened, determine what actions may be needed by individuals and the community to prevent this from happening again*).

We will continue to gather information and release it to you as soon as possible. I will be back to you within (*amount of time, 2 hours or less*) to give you an update. As soon as we have more confirmed information, it will be provided. We ask for your patience and cooperation as we respond to this emergency.

Appendix B-2
TEMPLATE MEDIA STATEMENT AT THE ONSET OF A CRISIS
(TAGALOG VERSION)

To be released by the Corporate Affairs Division

Petsa: _____ Oras: _____

Inaprubahan ni: _____

Mayroon po tayong kasalukuyang nangyayaring krisis. Alam po namin na kayo, katulad din namin ay nangangailangan ng kumpletong inpormasyon sa lalong madaling panahon.

Habang ginagawan namin ng paraan na masagot lahat ng inyong mga katanungan, nais po namin ipaabot sa inyo ang mga impormasyon na nakumpirma na namin sa ngayon:

Sa _____ (oras), aymayroon po tayong (brief description of what happened) _____.

Sa oras pong ito ay hindi pa po namin alam kung ilan ang (*persons ill, persons exposed, injuries, deaths, etc.*). Mayroon po tayong nakalaan na sistema at proseso para sa kasalukuyang pangyayari na ito at kami po ay tinutulungan ng (*police, NBI, etc.*).

Ang krisis na ito ay kasalukuyang (*hindi pa kontrolado*) (*kontrolado na*). Kami po ay nagiimbestiga kasama ng mga local na awtoridad kung paano (*e.g., contain this situation, determine how this happened, determine what actions may be needed by individuals and the community to prevent this from happening again*).

Patuloy po kaming kumakalap at nagkukumpirma ng inpormasyon at ihahayag po namin ito sa inyo sa lalong madaling panahon. Kami po ay muling mag bibigay ng update sa loob ng (*amount of time, 2 hours or less*).

Hinihingi po namin ang inyong pang-unawa at kooperasyon habang patuloy po naming hinaharap ang krisis na ito.

Appendix C
LIST OF POSSIBLE COMMUNICATION
CHANNELS DURING A CRISIS SITUATION
(listed in no particular order)

Type	Benefits	Limitations
Phone Bank—	<ul style="list-style-type: none"> • Usually employs a toll-free number people can call with questions or to get information. • Allows monitoring of questions and concerns. • Information can be used to develop other communications. • Allows two-way interaction with the community • Provides a mechanism for the community to have their questions answered quickly • Can be resource intensive especially if many people are needed to handle the call volume 	<ul style="list-style-type: none"> • Training is needed for those answering the phone so they to understand their role and constraints
Websites —	<ul style="list-style-type: none"> • A low cost way to distribute messages fairly easily. • The home page can be used to post updated information or links and event specific pages can be developed in advance and activated when needed. • Allows information to be updated easily 	<ul style="list-style-type: none"> • Generally doesn't allow two way interactions unless an option to ask questions by email is provided. In that case, dedicated staff may be required to handle the volume of email.
Pushtechology (like Reverse 911)	<ul style="list-style-type: none"> • In use by many school systems, recorded messages are "pushed" to recipients. • Reaches many people quickly 	<ul style="list-style-type: none"> • Doesn't allow two-way interaction so the messages need to include instructions on how to have their questions answered • Will require advance negotiations and/or Mutual Aid agreement with the agency owning the system (e.g. schools)
Traditional Media: TV, Radio, Newspapers	<ul style="list-style-type: none"> • Reaches many people quickly • Traditional media are familiar communication vehicles for most people 	<ul style="list-style-type: none"> • You forfeit control of the message to some degree. Media outlets may edit your message to fit their space or time limitations. • There is no guarantee that media outlets will consider your message to be "newsworthy"

Flyer - a brief report summarizing current or proposed activities.	<ul style="list-style-type: none"> • Effective in briefly summarizing facts and issues • Provides background for information discussed during a meeting 	<ul style="list-style-type: none"> • Is a one-way communication tool • Requires careful writing and coordination between making technical information easy to understand and message delivery
Briefings - sessions with key state and local officials, media representatives, and community leaders conducted by agency staff.	<ul style="list-style-type: none"> • Allows state and local officials, the media, and citizens to question your organization directly about an activity before the public release of information • Prepares officials and citizen leaders to answer questions from their constituents when the information becomes public • Allows for exchange of information and concerns 	<ul style="list-style-type: none"> • May become the only means of communicating with site communities. Briefings should always be complemented by activities to inform the general public, such as small group or public meetings • Negative feelings or bad publicity could result if some people believe that they should be invited to the briefing and are not. Be sure not to exclude such persons or • convey favoritism toward certain parties
Community mailings - sends information to key contacts and concerned or involved members of the community.	<ul style="list-style-type: none"> • Enables you to deliver information quickly and may require less planning time than conducting a meeting • It disseminates information quickly and easily in writing, and it is particularly useful when you have updates for the community. 	<ul style="list-style-type: none"> • Allows no interaction or opportunity for community members to ask questions • Expensive • May experience problems getting current addresses of those you're trying to reach

Appendix D

GUIDELINES FOR PREPARING A NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact's Name: _____

Landline: _____ Mobile No.: _____ Email address: _____

- When preparing a news release, the questions: WHO? WHAT? WHEN? WHERE? And HOW? (when appropriate) should be answered in the lead paragraph. The lead paragraph should be kept as brief as possible, with no more than one or two sentences at most.
- The body of a news release should start about one-third of the way down the page. The news release should be typed or printed on one side of 8 1/2" x 11" sheets of paper.
- Use wide margins at the top and bottom of the page, and double-space your release so the copy can be edited, as appropriate.
- The source of information should be prominently displayed at the top of the release. In addition, the release should list the name, address and telephone number of the contact person in the upper left corner of the first page.
- A release date should appear in the upper right-hand section of the first page. Most releases should be "FOR IMMEDIATE RELEASE". Stipulate a date for release only when the news warrants holding it for a specific date or time.
- The text should be tightly edited. Keep your sentences and paragraphs short; use proper punctuation and grammar
- End each sheet at the end of a paragraph. Use "more" at the bottom of the sheet if the release continues onto another sheet.
- Put a slug line in the upper left-hand corner of the second sheet and any additional sheets. Indicate the appropriate page number in the slug line
- Indicate the end of the release by placing one of the following symbols at the bottom of the last page of the news release: ###, 30, or END
- Proofread every word; double-check the copy with your source; let someone else proofread the finished copy for typos and grammar before distribution.

Appendix E

WORKING WITH THE MEDIA IN A CRISIS: SPOKESPERSON MEDIA TRAINING TIPS

- Supplementary to Crisis Communication Plan -

General Tips

1. Always remember that courtesy and cooperation are essential ingredients in any successful media encounter. Also, only a spokesperson should be making an official organizational response in talking to the media. If you are approached, simply say, "I'm not the spokesperson, but if you'll wait right here, I'll let him/her know that you are here now and would like to speak to him/her."
2. Get to know the members of the press before a crisis occurs. Watch a different TV channel every night, or listen to a radio station, or read different newspapers. Get to know what "beats" they usually cover; i.e., entertainment, finance, health care, etc.
3. Management and all employees, including security, should be aware that the media during a crisis will attempt to get to the location of the event. Especially television, as it is driven by visuals. Make sure that all entrances are attended by employees and security.
4. The media should be taken to an area you have designated as your Media Briefing Area. Do not call it a Press Area, as electronic media are not "press" as it relates to the print media. Make sure your Media Briefing Area has enough telephone lines to accommodate multiple calls at once. You should also make available a fax machine if possible. Make sure that all have a badge so that you know who is present.
5. Never go "off the record" in such a situation. If you don't want the information used, don't say it.
6. Never embellish an event to make it seem larger than it really is: Be straightforward, honest and use simple language.
7. When talking to reporters in a crisis, talk "through" them to the audience beyond. Your face will be much more compassionate and reassuring to the audience.
8. In the early stages of any incident, never try to assign blame, transfer responsibility or speculate about "probable causes." Your after-action conferences are made for that.
9. Remember, the media is the ideal place to let the public know exactly what you are doing, and that you will have results for them as soon as you can. This is free publicity, and with the right approach, even in a crisis situation, you have a tremendous marketing opportunity. Take advantage of it – by being credible, honest, forthcoming, accurate and complete; and above all, let your face speak volumes for you and your organization. Make your face a pleasant, compassionate one, not somber or stressed.

SPECIFIC TECHNIQUES FOR INTERVIEWS FOR SPOKESPEOPLE:

1. Know the facts - don't guess: Get the latest information available prior to an interview on the subject at hand.
2. Rehearse your message: Know what you're going to say and how you want to say it, but don't over-rehearse and lose spontaneity.
3. Help set the "ground rules": Journalists need help getting the story . . help them with background, locations for good visuals, and give them fact sheets or other information that will help them round out their stories.
4. Prepare for the worst – do your homework: Prepare for the worst case, and practice responses that answer the reporters' questions while bridging to positive actions or facts about your organization. For television, being able to answer and bridge in less than 15 seconds assures a sound bite that is both helpful for the reporter and provides a positive impression of the university.
5. Answer questions – stay alert – listen: Listen to your interviewer...don't start formulating the answer to a question that is not being asked. And, "listen with your face"....don't be afraid to show compassion,

which lets you be viewed as someone who is likeable, which translates to the university being viewed as likeable.

6. Say it in 12-15 seconds: Remember, your time with a TV news story is very valuable and very limited. Talk in sound bites to ensure that you are not “edited” out of context.
7. Admit mistakes: No one will fault you for being honest and forthright... but follow the admission with how you have corrected the situation, and place the incident in its proper perspective.
8. Relate to the viewer, not the interviewer: Think about how the viewer will receive your information, not how the interviewer posed the question. While you are looking at the journalist, talk through the journalist
9. To the audience, picturing a friend or family member at the other end. A technique that works for many is to picture talking to a child, which often results in your face softening, and your language being simple and understandable. Never look at the camera.
10. Humanize yourself and your organization: The audience will always relate to a real human being, no matter what the subject is.
11. Think like the media: What kind of story are they after? How will they most likely tell it? And how can you tell it in a way that helps them achieve their goals but is sensitive to your public?
12. Be politely persistent, but don't get angry: Try to always finish your statement without being interrupted. Smile, be patient and allow your overall grasp of the situation to come through.
13. Localize your story: If there is a national story that the media is airing locally, give them the local significance.
14. Use the news conference sparingly: The news conference is one of the most overdone of events. Journalists don't like to come out for an event where honest, full-picture and critical information is not given. A conference should be held when major news that needs to be shared all at once occurs.
15. Stick to the subject – don't ramble: Don't open other situations unnecessarily. Answer questions with enough information to answer the question, add a positive action taken, and then STOP! Don't be afraid of silence, simply wait patiently with an attentive look for the next question, but do not continue to talk!
16. Dress for the occasion: Conservative dress and professional image go a long way toward presenting a positive impression of you and your organization on television.
17. Never go “off-the-record”: If you don't want to see it on the news, or in the morning paper, don't say it.
18. Keep it on a “one-on-one” basis: The interview is with one person in the audience – the viewer, through the interviewer. Keep it personal and direct.
19. Never say “no-comment”: A “no-comment” is perceived as a “guilty,” period. At the very least, tell the reporter why you can't comment instead of using the words “no comment.”
20. Maintain solid eye contact: Your facial language tells more about you than what you are actually saying. Keep eye contact with the journalist.
21. Avoid arguments and hostility: It is impossible to win an argument with a person who has the editing equipment or prerogative. And remember, on camera, the questions from the journalist are rarely shown on the newscast; the only thing they can use is your answer, so if a question is hostile, answer it as if it isn't. It won't be on camera.
22. Provide advance biographical/background data: Always try to provide a “one-pager” on your organization and you, and other facts that will help reporters “flesh out” the story.
23. On camera, don't fold your arms, and don't be afraid of gestures: Remember, people are looking at your body language and listen with their eyes first, and then with their ears. Folding arms is a classic defensive gesture. Also, keeping your arms down allows you to gesture, which means the camera will typically back up to accommodate your gestures, avoiding unflatteringly close camera angles.
24. Don't squint at the lights: Give yourself enough time in an inside interview to get used to the lights. If outside, close your eyelids and tilt your face to the sun for a few seconds, so your eyes can adjust. You will appear more relaxed and confident.
25. Suggest talking points before the interview: Again, help set the agenda. You know the story, the reporters only know what they've been told. Help them to help you tell the story.
26. Always have at least two “themes” going into each interview: Know what the interview is about, and have two positive themes that relate to the subject, and always bridge to them after answering each question.
27. Bridge potential adverse, negative stories into positive responses: Bridge immediately, after making a direct short answer, to the themes that will round out your story.
28. Anticipate tough questions: If you have done your homework on the subject, you should be able to anticipate the areas of tough questions within the story, and answer them in the best possible light, remembering to bridge to your themes.
29. Know the reporter: If you frequently respond to the media, read the paper, watch a different channel each night. Get to know the reporters' beats.

30. Never guess...and never, ever lie! Having to retract or alter your comments is both awkward and, in most cases, almost impossible. Your comments in print or on tape are the essence of your reputation. You can turn a simple 15 second soundbite into a five-part investigative series by lying.
31. Arrive early for questions and pre-talk with the interviewer: Pre-talk about the other stories that the reporter has done, and establish a rapport with him or her. Try to remove artificial barriers that exist between reporters and government, reporters and business, etc. Establish yourself as a professional in your field early on – before the interview begins.

Appendix F
DIRECTORY
PRINT AND BROADCAST MEDIA

MEDIA OFFICE	NAME/POSITION	CONTACT INFOs	EMAIL ADDRESS
BROADSHEETS:			
Business World	Leticia Locson, Executive Editor	95 Balete Drive ext. New Manila, QC 535-9919/18	editors@bworldonline.net www.bworld.com.ph
Daily Tribune	Editor-in-Chief; Romy Mari- nas, News Editor	9th flr. GLC Bldg. T.M. Kalaw cor. A. Mabini sts., Ermita Manila 521-5534, 521-5522	news@tribune.net.ph nco@tribune.net.ph www.tribune.net.ph
Malaya	Enrique Romualdez, Executive Editor; Joy delos Reyes, Editor	371 Bonifacio drive Port Area, Manila 527-1836, 527-1839	editorial@malaya.com.ph www.malaya.com.ph
Manila Bulletin Publisher Corp.	Diego C. Cagahastian, News Editor; Chris Icbán, Jr., Editor-in-Chief; Willie Ng, Executive Editor	Muralla cor. Recoletos sts., In- tramuros, Manila 527-8121 up to 35, locals 299, 300, 302, 303, and 304, 527-1519, 527-1627, 527-7523, 450-7094, 527-7534 fax	bulletin@mb.com.ph www.mb.com.ph
Manila Standard	Julie Yap Daza, Editor-in-Chief; Jojo Robles, Executive Editor	KAMAHALAN Publishing Corp. Leyland Bldg., Railroad cor. 21st st. Port Area Manila 527-4011, 527-4014, 527-2059	infoms@philonline.com www.manilastandard.com
Manila Times	Fred dela Rosa, /Editor-in-Chief; Leah B. del Castillo, Managing Editor; Fort Y. Yerro, News Editor	371 A. Bonifacio Drive Port Area, Manila 524-5665 to 67, 527-9653 to 54, 521-6746, 521-6897	newsboy1@manila-times.net www.manila-times.net
Philippine Daily Inquirer	etty J. Magsanoc, Editor-in-Chief; Jose Ma. D. Nolasco, Managing Editor	Chino Roces cor. Yague & Mascardo St., Makati City 897-8808, 897-4793/94	feedback@inq7.net www.inq7.net
Philippine Star	Ana Marie Pamintuan, Executive Editor	13th cor. Railroad St., Port Area, Manila 1018, Philippines 527-7901 to 15	philippinestar@hotmail.com www.philstar.com
Today	Lourdes M. Fernandez, Editor-in- Chief; Dionisio L. Pelayo, News Editor	55 Paseo de Roxas Makati City 813-1459, 813-0967, 813-1040	today@impactnet.com www.today.net.ph

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Abante	Nicolas V. Quijano, Managing Editor	MONICA Publishing Corp. Rm. 301/305, 3rd flr. BF Condominium Bldg., Solano cor. A. Soriano Sts. 527-6722, 527-3355, 528-0147	abante@abante-tonite. com www.abante. com.ph
Abante Tonite	Nicolas V. Quijano, Managing Editor; Janet Bay, Jesus R. Galang, Randy Hagos, Jeany Lacorte, Board of Editors	MONICA Publishing Corp. Rm. 301/305, 3rd flr. BF Condominium Bldg., Solano cor. A. Soriano Sts. 527-6722, 527-3355, 528-0147	abante@abante-tonite. com www.abante. com.ph
Balita	Marcelo S. Lagmay, Editor-in-Chief; Daniel P. Valdes, City Editor	LIWAYWAY Publisher Inc. 2249 Pasong Tamo, Makati City 818-9101, 817-5219, 840-5545, 817-5167	
Bandera	Lito Bautista, Editor; Jimmy Alcantara, Associate Editor	Philippine Daily Inquirer, Inc. Yague cor. Chino Roces sts., Makati City 895-1573, 895-7514-895-7529, 895-0967, 890-8158	
Bomba	Joey Venancio, VP for Publication; Ed Detubio, Editor-in-Chief; Mina Jose, Managing Editor	INGLEWOOD Corporation 527-7298, 527-7406	
Bulgar	Nats C. Taboy, News Editor; Almar Danguilan, Chief of Reporters	534 Quezon Ave., QuEZON City	
People's Balita	Jeanette Masigla-Podador, Editor-in-Chief	ATLAS Publishing Company Inc. No. 6 21st Ave., Cubao, Quezon City	792-1402
People's Journal	Ederlina R. Calso (News Editor), Anne Stephanie R. Asuncion (City Editor)	Philippine Journalists, Inc. Journal Bldg. Railroad St. and 19th and 20th sts. Port Area, Manila 527- 8421 to 34	peoples@journal. com. ph www.journal . com.ph
People's Taliba	Katherine Antolin (Associate Editor), Benjamin Defensor (Editor-in-Chief)	Railroad St. & 19th & 20th sts., Port Area, Manila 527-8421, 527-8440, 532-7516	nt@journal.com.ph www.journal.com.ph

Pilipino Star Ngayon	Alfonso Pedroche (Editor-in- Chief)	Pilipino Star Ngayon Inc. Railroad cor. Roberto Oca sts., Port Area, Manila 527-2389, 527-2403	psngayon@pacific.net.ph www.philstar.com/philstar/pinoy.htm
Remate	Rey Briones (VP for Editorial), Lydia Bueno (News Editor), Rey Salao (National Editor)	Bagong Sibol Publications, Inc. 2nd flr., OMIBldg., Bonifacio Drive cor. 20th st., Port Area, Manila 527-8534, 536-1356	
Remate Tonite	Bernard Baldovino, Mars Valenzuela, Maricel Villasana (Board of Editors)	Bagong Sibol Publications, Inc. 2nd flr., OMIBldg., Bonifacio Drive cor. 20th st., Port Area, Manila 527-0336	
Saksi Ngayon	Danilo C. Ambrocio (Editor-in- Chief), Marjorie Ann M. Flores (News Editor), Erlinda N. Villar (Circulation Manager)	Success Unlimited Mgmt Consultancy, Inc. Rm. 204 Aduana Bldg. A. Soriano st., Intramuros, Manila 309-7144, 314-0809	saksi2004ph@yahoo.com saksi2004ph@pldtsl.net
Tempo	Edgardo Bartilad (Associate Editors), Chris J. Icbán, Jr. (Editor-in-Chief)	Manila Bulletin Publishing Corp. Muralla cor. Recoletos Intramuros, Manila 527-8121	
Text Tonight	Eli Ramos Tapanan II (Editor-in-Chief), Rommel Sanchez (Managing Editor)	TEXT Vintage Publishing House 5th flr., OMIBldg., 20th st., cor. Bonifacio Drive, Port Area, Manila 527-5494, 527-0641, 301-9251	455-0006, 455-4559 0917-9939295
RADIO STATIONS:			
Radjo Veritas (Official CBCP radio network)	7th floor ben-Lor Bldg. 1184 Quezon Ave., Quezon City		02-374-1650; 02-374-3580 /Email Add.: veritas@expert.net.ph
DZBB - 594 khz	Mike Enriquez (VP for Operations)	GMA-7 Bldg., Diliman, Quezon City 924-3018/32, 928-7021, 931-9475	postmaster@igma.tv www.igma.tv
DZMM - 630 khz	Angelo Palmones (Station Manager)	ABS-CBN Compound Mother Ignacia st. Quezon City 411-9131, 925-5555, 924-4101 loc 3794	feedback@abs-cbn.com www.abs-cbn-news.com

DZRV - 846 khz	Mario Garcia (Station Manager)	7th flr. Ben-Lor Bldg., 1184 Quezon Ave., Quezon City 374-1650 to 61, 374-3580	
DZRH - 666 khz	Joe Taruc (Station Manager)	Ground flr., FJE Bldg., 105 Stevan st., Legazpi Village, Makati City 815-2476, 810-9362	interact@mbcradio.net http://mbcradio.net
DWXI - 1314 khz	Rene Velarde (Station Manager)	118 Amorsolo St., Legazpi Village, Makati City 893-9350, 813-8568, 818-8540	
DZAS - 702 khz	Pastor Eric Maliwat (Station Manager)	Far East Broadcasting Corp. P.O. Box 0580 Valenzuela City 292-1152, 292-1351, 291-8925, 445-7836	
DZEC - 1062 khz	Alt de Guzman (Station Manager)	Maligaya Bldg. II Quezon Ave. cor EDSA Quezon City 924-0912, 927-4793, 324-0911, 921-4288	
DZEM - 964 khz	Rik Adalia (Station Manager)	Maligaya Bldg. II Quezon Ave. cor EDSA Quezon City 928-2331, 920-6328, 927-1936, 920-6328	
DZXL - 558 khz	Ricky Alegre (Station Manager)	2nd flr. FRDC Bldg., 106 E. Rodriguez Ave., Brgy. Ugong, Pasig City 671-4220, 671-7303, 671-9627	
DWWW - 774 khz	Roberto Bacsal (Station Manager)	23 E. Rodriguez Sr. Blvd. Quezon City 732-9121 to 28, 732-9125	
DWAN - 1206 khz	Manuelito Luzon (Station Manager)	Broadcast City Complex Diliman Quezon City 433-1268, 932-9949, 931-8751	
DWSS - 1494 khz	Manuelito Luzon (Station Manager)	145 Panay Ave. Quezon City 920-7517, 920-5291, 920-7519	
DZRB - 738 khz	Jo Sahagun (Station Manager)	4th flr. PIA Bldg., Visayas Ave., Quezon City 920-3956, 924-2745	

DZRP	Tanny Rodriguez (Station Manager)	4th flr. PIA Bldg., Visayas Ave., Quezon City 924-2607, 924-2745	
DZRM - 1278 khz	Roperto Escano (Station Manager)	4th flr. PIA Bldg., Visayas Ave., Quezon City 924-0911, 920-3958, 920-9358	
DWBR - 104.3 khz	Jhun Ruiz (Station Manager)	PIA Bldg., Visayas Ave., Quezon City 920-3928, 924-2766	
DZCA - 1170 khz	Venus Valdemor (Station Manager)	PAGASA Data Center Agham Road, Diliman Quezon City 373- 3436	
TELEVISION:			
ABS-CBN CH. 2	Danny Buenafe (News Director)	Mother Ignacia St., Quezon City 924-4101 to 22 924-1533	www.abs-cbnnews.com
NBN CH. 4	Rudy Aquino (News Director)	Visayas Ave., Quezon City 920- 6521 to 44, 920-4342	
ABC CH. 5	Jose Javier (News Director)	Brgy. San Antonio Bartolome, Novaliches, Quezon City 931- 1557/58, 936-2551, 936-1558, 936-2502	
GMA CH. 7	Mike Enriquez (VP for Operations)	Timog-EDSA Diliman, Quezon City 926-0093/36, 924-2893	www.igma.tv
RPN CH. 9	Philip Tan (News Director)	Broadcast City Complex Diliman Quezon City 931- 5080/88, 931- 8750, 931- 8624/45	www.rpn9.com
IBC CH. 13	Amelita Rabadan (OIC News & Public Affairs)	Broadcast City Complex, Capitol Hills, Quezon City 932-4619, 931-8938	www.ibc.com.ph
Studio 23	Vince Rodriguez (News Manager)	ABS-CBN Complex, Mother Ignacia st., Quezon City 414-0077	www.abs-cbn.com/studio23
News Channel 21	Jing Magsaysay (News Manager)	ABS-CBN Complex, Mother Ignacia st., Quezon City 924-4101 loc 5922	
NET 25	Benildo Santiago (News Manager)	Maligaya Bldg. II, 887 EDSA, Quezon City 981-1191 to 92, 981-1195	www.net-25.com

Appendix G DIRECTORY

EMERGENCY MANAGEMENT TEAMMEMBERS/ EMERGENCY RESPONSE TEAM MEMBERS

EMERGENCY MANAGEMENT TEAM

NAME	CONTACT NUMBERS
ENGR. FELIXBERTO C. LEGARDA General Manager (Team Leader)	0920-926-7768
FRANCIS E. ESQUIVEL Division Manager-Engineering	0943-708-4212
ROMMEL G. GRAGASIN Division Manager- Production	0932-868-0823
MARY GRACE DC. BATANGAN Division Manager -Finance	0917-880-6792
ARISTOTLE G. MUÑOZ Division Manager -Admin	0908-889-0878
ANNE CLARISSE C. ROMANO Sr. Industrial Relations Development Officer B	0927-278-4844

EMERGENCY RESPONSE TEAM 1

(Service, Facilities and Equipment Team)

NAME	CONTACT NUMBERS
ROMMEL G. GRAGASIN Division Manager- Production (Team Leader)	0932-8680823
FRANCIS E. ESQUIVEL Division Manager-Engineering	0943-708-4212
MARY GRACE DC. BATANGAN Division Manager -Finance	0917-880-6792
AMORY D. SANTOS Sr. Water Resources Facilities Operatora A	0943-708-4212
MARIO M. GALO Sr. Water Maintenance Man A	0955-841-9024
RODELIO R. CEZAR Sr. Water Maintenance Man A	0923-478-6125
CIELITO LINDO G. MARZAN Property / Supply Officer A	0943-708-4220
DEXTER NORVEN S. PAGOSO Supervising Engineer A	0943-564-8142

EMERGENCY RESPONSE TEAM 2
(Public Information and Media Relations Team)

NAME	CONTACT NUMBERS
ANNE CLARISSE C. ROMANO Sr. Industrial Relations Development Officer B (Team Leader)	0927-278-4844
DIANE ERICA B. BALTAZAR Sr. Customer Service Officer	0936-923-8055
SUSANA G. BARAWID Customer Service Officer A	0915-186-6528
DANILO O. MAÑAGO Customer Relations Officer A	0943-708-4207

EMERGENCY RESPONSE TEAM 3
(Rescue and Evacuation Team)

NAME	CONTACT NUMBERS
ARISTOTLE G. MUÑOZ Division Manager – Admin. (Team Leader)	0908-889-0878
MARY GRACE DC. BATANGAN Division Manager – Finance	0917-880-6792
NOEL D. GALAPON Auto-Repair Foreman	0923-456-7549
RAUDERICK A. RAMOS Sr. Water Maintenance Man A	0997-244-8436
CARLUEN M. GUIANG Driver	0926-069-5702

Appendix H
DIRECTORY
HOSPITALS AND CLINICS WITH IN THE VICINITY OF GUIMBA WATER DISTRICT

NAME OF HOSPITAL/CLINIC	ADDRESS	TELEPHONE NUMBER
GUIMBA COMMUNITY HOSPITAL	DE OCAMPO ST. SARANAY DISTRICT GUIMBA ,NUEVA ECIJA	0998-862-1273
GUIMBA DISTRICT HOSPITAL	BRGY.PACAC GUIMBA ,NUEVA ECIJA	(044) 958-1643
GUIMBA GENERAL HOSPITAL	BAGAIN ST. STA. VERONICA DISTRICT GUIMBA ,NUEVA ECIJA	0939-907-1007
RABEL MEDICAL AND DIAGNOSTIC CLINIC	RAMOS ST. STO CRISTO DISTRICT GUIMBA ,NUEVA ECIJA	(044) 611-0026 0917-883-0311
MEDLINKS DIAGNOSTIC AND MEDICAL CLINIC	PHILIP NATIVIDAD BUILDING STA. VERONICA DISTRICT GUIMBA ,NUEVA ECIJA	0922-835-5134
CLINICA SAN MARTIN DE PORRES	GERONIMO ST. ST. JOHN DISTRICT GUIMBA ,NUEVA ECIJA	0999-754-5899

Appendix I
DIRECTORY
LOCAL GOVERNMENT OFFICES

OFFICE	HEAD/OFFICER	PHONE NUMBER
Municipal Mayor's Office	HON. JOSE R. DIZON Municipal Mayor	0998-591-8733
Municipal Vice Mayor's Office	JOSELITO GALAPON Municipal Vice Mayor	0915-244-1405
Municipal Secretary	OLIVER TRAC Y DOMINGO Secretary	0935-593-4198
Bureau of Fire Protection	SFO4 ROBERTO S. LOPEZ Chief	0942-554-4980
Municipal Administrator Office	EDGARDO MANGALINO Administrator	0965-603-5870
Municipal Engineer Office	ENGR. RODOLFO GALUPE Head	0905-335-4980
Municipal Health Office	DRA. MA. GENE TADEO Head	0929-328-8669
Municipal Planning and Development Office	FLORANTE SERRANO Head	0998-862-1323
Municipal Social Welfare Development	LINA CORAZON E. GARAMPIL Head	0916-491-5191
Municipal Transport and Traffic Management Office	NOEL VILLANUEVA Head	0919837-9841
Municipal Disaster Risk Reduction and Mgt. Office	HOMER C. SANTIAGO Team Leader	0975-725-4787
Philippine National Police	PLTCOL.KEVIN T. BALAYUNGAN Station Commander	0929-328-8669

Appendix J
DIRECTORY
WATER SECTOR/NATIONAL GOVERNMENT AGENCIES

OFFICE	HEAD/OFFICER	PHONE NUMBER
Local Water Utilities Administration	JECI A. LAPUS Administrator	02-929-6107
Philippine Association of Water Districts, Inc.	CARLOS N. SANTOS, JR. President	02-927-5032 02-920-5453
Central Luzon Association of Water Districts	LINDLEY C. SANTILLAN Chairman – Region3	045-931-0293
Nueva Ecija Water District Association	MS. MARY JANE S.VERA President	0917-566-8316, 0908-444-6790,
Department of Health	FRANCISCO T. DUQUE Secretary	02-711-9502 02-743-1829
Department of Environmental and Natural Resources	ROY A. CIMATU Secretary	02-928-0691 to 93 02-920-4301
Department of Public Works and Highways	MARK A. VILLAR Secretary	02-304-3300

