## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am</td>
<td>Rick Tabor – Power Outage</td>
<td></td>
</tr>
<tr>
<td>9:15 am</td>
<td>OR-OSHA Rules: Heat Protection, and Wildfire Smoke Protection</td>
<td>Steve Stuckmeyer</td>
</tr>
<tr>
<td>9:30 am</td>
<td>Communications</td>
<td>Richie Hunter</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Incident Lifecycle</td>
<td>Krista Dillon</td>
</tr>
<tr>
<td>10:15 am</td>
<td>Chilled Water Tank Project</td>
<td>Damon Rutherford</td>
</tr>
<tr>
<td>10:30 am</td>
<td>Carlyn Schreck – OR22</td>
<td></td>
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</tbody>
</table>
CPFM -Utilities and Energy
2022 Annual Campus Electrical Shutdown
September 14, 2022
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am</td>
<td><strong>Start Turbine - Purge</strong></td>
</tr>
<tr>
<td>7:30 am</td>
<td>Close turbine breaker to grid &amp; monitor for 5 minutes</td>
</tr>
<tr>
<td>7:35 am</td>
<td>Initiate island mode and stabilize generation</td>
</tr>
<tr>
<td>7:45 – 8:45 am</td>
<td><strong>Extended for project</strong></td>
</tr>
<tr>
<td></td>
<td>De-energize Feeder 1</td>
</tr>
<tr>
<td>9:00 am</td>
<td>De-energize Feeder 10</td>
</tr>
<tr>
<td>10:00 am</td>
<td>De-energize standby 2 (no affect to campus)</td>
</tr>
<tr>
<td>11:00 am</td>
<td>Continue to operate in Island mode for 1 hour</td>
</tr>
<tr>
<td>Noon</td>
<td><strong>Initiate normal power configuration</strong></td>
</tr>
</tbody>
</table>
## Impacted Buildings

<table>
<thead>
<tr>
<th>Feeder #1</th>
<th>Feeder #10</th>
<th>Standby Feeder #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Center</td>
<td>Carson</td>
<td>Alumni Center</td>
</tr>
<tr>
<td>Arena</td>
<td>Hamilton West</td>
<td>Arena</td>
</tr>
<tr>
<td>Bean</td>
<td>Klamath</td>
<td>Bean</td>
</tr>
<tr>
<td>Columbia Parking</td>
<td>Knight Law</td>
<td>Columbia Parking Garage</td>
</tr>
<tr>
<td>Global Scholars</td>
<td>Many Nations Lnhgse.</td>
<td>Global Scholars</td>
</tr>
<tr>
<td>Hayward A</td>
<td>Mus.of Nat.Hist.</td>
<td>LISB</td>
</tr>
<tr>
<td>Hayward B</td>
<td>*Olum Child Ctr</td>
<td>Kalapuya Illihi</td>
</tr>
<tr>
<td>Hayward Site</td>
<td>*Streisinger</td>
<td></td>
</tr>
<tr>
<td>Kalapuya 208v</td>
<td>University Health</td>
<td></td>
</tr>
<tr>
<td>Kalapuya 480v</td>
<td>Walton South</td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Willamette</td>
<td></td>
</tr>
</tbody>
</table>

**Rick Tabor**  
*Co-Director and Electrical Superintendent*  
541-346-7511  
rtabor@uoregon.edu
OR-OSHA rules: Heat & Wildfire Smoke Protection

Steve Stuckmeyer
Environmental Health & Safety
Yes, It’s HOT!

Photo credit: OR-OSHA publication
Permanent OR-OSHA rule, in effect June 15 2022
OAR 437-004-1131

Employees performing work where the heat index exceeds 80 Fahrenheit

EXEMPT

- Incidental exposures, exposed <15 minutes per 60 minutes
- Heat generated by work process ➔ control by other measures
- Life/Safety emergency conditions & associated operations
- Work inside buildings with temperature control <80 F
- Working from home ➔ documented training is required

EXEMPT when heat index <90 F

- Physical work defined as “rest” or “light”
  - Rest – example: sitting, thinking
  - Light – example: writing, driving, intermittent walking
2022 Oregon-OSHA Heat Stress Rule

Safety Measures

Routine Practices at Heat Index > 80 F

• Access to shade (or alternative equivalent cooling measures).
• Access to drinking water (32 oz per hour).
• Emergency Medical Plan addressing excessive heat
• Work-related acclimatization impacts
• A written Heat Illness Prevention Plan
• Documented training on heat hazards and controls
  [https://safety.uoregon.edu/working-and-heat-stress](https://safety.uoregon.edu/working-and-heat-stress)

High-Heat Practices at Heat Index > 90 F

• Effective communication options – two-way, or buddy system
• Mechanism for accessing emergency medical services
• Mechanism to determine H.I. inside buildings w/o temperature control
• Minimum of 10 min cool-down breaks every two hours -- increase duration & frequency as conditions worsen
And, possibly Smoky!

Photo credit: OR-OSHA publication
Permanent OR-OSHA rule, in effect July 1st 2022
OAR 437-004-9791

Employees performing work with unhealthy exposure to wildfire smoke. AQI ≥ 101.

EXEMPT
- Employees working from home
- Affected employer operations that are suspended until conditions improve
- Employees working inside mechanically filtered enclosures, with opening normally kept closed
- Incidental exposures, exposed <15 minutes per 60 minutes per 24-hour period
- Life/Safety emergency conditions & associated operations
2022 Oregon-OSHA Wildfire Smoke Rule

Safety Measures

- Assessments of Air Quality
  - Supervisors/EHS – using [www.airnow.gov](http://www.airnow.gov) for area zip code, or 5-3-1 visibility matrix
  - EHS – using calibrated analytical instruments
  - LRAPA – using calibrated analytical instruments

- SRS notifications of AQI & required actions to affected supervisors list
  - Contact EHS or Risk Management if responsible for exposed employees – ehsinfo@uoregon.edu, riskmanagement@uoregon.edu

- Adjustments to Buildings HVAC and work protocols for Exposed Employees

- Documented training for Exposed Employees on wildfire smoke hazards and controls [https://safety.uoregon.edu/wildfire-smoke](https://safety.uoregon.edu/wildfire-smoke)
AQI ≤ 100 (Good & Moderate conditions) – No actions

250 ≥ AQI ≥ 101 (UHSG, UH, VH)
- SRS monitoring system notifies affected supervisors
- Supervisors ensure exposed employees have:
  - Training on wildfire smoke hazards & controls
  - Effective two-way communication to supervisors
  - Implement engineering or administrative controls to reduce exposures below the AQI 101 threshold, OR provides exposed employees access to NIOSH-approved respirators for Voluntary use.
  - EHS implements daily PM2.5 particulate monitoring AND communicates with facilities to implement building HVAC controls protective of good indoor air quality.

500 ≥ AQI ≥ 251 (Very Unhealthy)
- Supervisors require exposed employees to wear NIOSH-approved respirators following provisions of UO Wildfire Smoke Respiratory Protection Program

AQI > 500 (Hazardous)
- Supervisors require exposed employees to wear NIOSH-approved respirators following provisions of UO Respiratory Protection Program
- Campus Inclement Weather Protocols may result in certain campus closures
Discussion Guide

1. Brand - *Why is this important?*

2. Vision - *Where are we going?*

3. Communication Strategy - *How will we get there?*

4. High Level Timeline - *What’s next? How fast will we move?*
Branding
Why Branding?

- Fast
- Easy
- Value
- Accepted Everywhere

- Winners
- Awesome
- Everyone is an athlete

- Sporty
- Ultimate Driving Machine
Brand Differentiation
Brand Differentiation

- Safe: Volvo
- Reliable: Toyota
- Luxury; Expensive: Mercedes-Benz
Brand Differentiation in Higher Education
Brand Fundamentals

**Brand**
Perceived emotional image as a whole

**Identity**
Visual aspects that form and inform part of the overall brand

**Logo**
Identifies the entity in its simplest form via the use of a mark or icon
To realize our vision, we must shift our mindset from “what we offer” to “why it matters”
Imagine …

a preeminent research university rooted in a liberal arts and sciences education.

an institution that teaches people to think deeply, critically, and creatively.

a university that comprehensively supports students from matriculation to graduation to career through a commitment to excellent teaching and student success.

an incubator where inquiry leads to real impact.

a place where innovation occurs at the intersection of disciplines.

a close-knit, human scale academic community with global reach.

a setting where mountains, forests, rivers, and beaches are part of the everyday learning environment.

a home for students, researchers, teachers, and employees consistently focused on the greater good.

Welcome to the University of Oregon
Elevate the University of Oregon’s local relevance, national competitiveness, and global recognition by creating and implementing cohesive, integrated, targeted, and proactive branding, marketing, communications, and media relations.

Alignment with Strategic Framework and University Priorities

- University Positioning and Reputation
- Resource Generation and Student Recruitment
- Diversity, Equity, and Inclusion
- Central Resource
### GOALS
- Differentiate Brand
- Elevate Reputation
- Educate Public
- Engage Alumni
- Motivate Donors
- Attract and Retain Top Students
- Attract and Retain Top Faculty
- Attract and Retain Top Staff
- Engage Internal Stakeholders
- Engage External Stakeholders
- Increase Funding

### STRATEGY
- Brand Development
- Brand Infusion
- Brand Management
- Integrated Approach
- Multi-Channel
- Digital Communications
- Media Engagement
- Aligned Storytelling
- Stakeholder Engagement
- Crisis Communications
- Central Resource

### TACTICS
- Targeted Placement
- Traditional Media (Tip Sheets, Pitch Experts)
- Relevant Content
- Proof Point Copy
- Iconic and Epic Photography
- Social Media
- Dynamic Web and Multimedia
- Leverage Technology
- Data Analytics
- Brand Management
Organize to be **responsive** to the needs of internal clients and enable them to meet external expectations

Build **expertise** around new and classic marketing and communication **core competencies**

Advance a **portfolio view** of schools, colleges, and research enterprise coupled with a marketing and communications strategy, which optimizes the university’s **reputation and image**

Develop a **well-defined, compelling, and differentiated** University of Oregon brand

Upgrade all marketing, communication, creative services, and media relations functions to deliver **consistent, effective, and integrated messaging and storytelling**

**Collaborate across the university** to foster delivery of the brand experience to all key stakeholders

Establish **streamlined processes and procedures** that support the overall success of University Communications and the university at large
Thank you!
Incident Lifecycle

Krista Dillon
Safety & Risk Services
• Incident Occurs

• You hear about it or see it
  • Self-Assessment – Do I think I am safe here?
    • Yes – Alert others near you & Alert first responders (911 or public safety)
    • No – Move to safety, follow emergency response procedures, await further instructions

• Once on scene responders take action to stabilize the situation (Police, Fire, Facilities, Utilities, EHS)
  • If people are not safe, the first responders will tell you what to do
    • Shelter in Place
    • Evacuate
    • Go about your business
      • If this, you can always re-assess and move if you still don’t feel safe. Just do not enter areas where responders have asked people to stay out of.

  • Responders will also let UO officials know what is happening to initiate the emergency notification system
• Emergency Notifications
  • Take some time to initiate
  • Several types:
    • Emergency Notification – UO Alert when there is a confirmed threat to physical health and safety. Covers the what, where, and basic steps to take.
    • Timely Warning – Follow up emails to certain types of crimes on or near campus. Covers the what, where, when, and provides safety guidelines and resources
  • Notes
    • May receive multiple notifications as additional information become available. Situation may be improving or worsening.
    • All information from alerts is posted to the alerts blog – alerts.uoregon.edu for documentation. Additional, non-urgent information may be posted there as follow up.
    • Information during a crisis/emergency is not perfect. Messaging and instructions may change as new information becomes available.
    • Emergency alerts will be concluded with an “All Clear” message to indicate that the direct threat is over.
• Debrief
  • UO debriefs each incident to identify what worked well and what can be improved.
  • Debriefs inform changes to policies, procedure and general response instructions.
OR22 Issue Reporting

- Life Threatening Issue – 911
- Non-Life Threatening Issue – 541-346-2919
  - UO Police Response, Press 0
  - Non-Police Response, Press 2
- Facilities Related – Call Log
- Information Services - 541-346-4357 / https://livehelp.uoregon.edu/
THERMAL ENERGY STORAGE (TES) TANK

PROJECT MANAGER: DAMON RUTHERFORD
CONSTRUCTION: MARCH – SEPTEMBER

INITIAL RENDERING/LOCATION:
IN THE BEGINNING, THERE WAS DIRT:
THEN, THERE WERE AGGREGATE PIERS (200, IN FACT):
BUT WAIT, THERE’S FLOOR:
FOLLOWED BY THE RISE OF SHORING:
AND MORE SHORING:
AND THEN CAME PANELS:
AND MORE PANELS (25!):
AND NOW, WE HAVE THE MAKINGS OF A 3 MILLION GALLON THERMAL ENERGY STORAGE TANK:
DOWN TO THE WIRE:
TANK YOU VERY MUCH!
The 10-day event will showcase the world's best athletes in action across track and field disciplines, marathons, and race walks.

The World Athletics Championships have showcased the greatest athletes on Earth since 1983. WCH Oregon22, the 18th edition, will mark the first time track and field’s most prestigious event will be hosted on U.S. soil.

Previous host cities have included Doha, London, Rome, Athens, Berlin, and Beijing.

The event will take place July 15 – 24, 2022.
THIS IS A GLOBAL OPPORTUNITY

EXPOSURE ACROSS 200+ NATIONS

6,500 HOURS OF TV

1 BILLION GLOBAL AUDIENCE

NBC – 2 hours nightly prime time coverage
2000 Athletes

3000 Athletes and Team Members staying in Athlete village on campus

20,000 – 25,000 People on campus per session

3000 Members of broadcast and media
Hello, World. Meet Oregon.

The World Athletics Championships Oregon22 are coming to the University of Oregon July 15-24. We can't wait to share the expertise and passion of the University of Oregon community as well as the magic of Hayward Field with the rest of the world.
How to report issues during the event
Questions