Everyday Communications Goal

Communicate information that our customers need as quickly, easily and as accurately as possible – in a way that fits their lives.
1. Hurricanes
   Sept. 16, 2004 Hurricane Ivan
   July 10, 2005 Hurricane Dennis

2. Ice Storms
   Jan. 29, 2014 Ice Storm

3. Floods
   Apr. 29–30, 2014 Flood

4. Tornadoes
   Feb. 23, 2016 Tornado
Storm Hardening

• Overall Storm Hardening Investment – 2007-2018: More than $225M

• More than 5,600 Transmission structure upgrades

• More than 14,000 Distribution poles installed or replaced
Restoration Experience

• Part of Southern Company and Southeastern Electric Exchange

• **2016 Experience:**
  - Hermine/City of Tallahassee
  - Matthew/Florida Public Utilities

• Have traveled 36 times since 2008

• Have won Edison Electric Institute (EEI) Restoration or Assistance award 6 times since 2004

• Won 2016 EEI Assistance Award
Customer Engagement Before Storm Season

- Regional storm/hurricane preparedness ads run before and during storm season
- Digital ads promoting storm readiness on local weather web pages
- Sponsor Florida Public Radio Emergency Network
- Storm PSAs on local radio stations throughout service territory
- Companywide storm drill
Storm Center Website

• Launched new, easy-to-navigate website in January
• New, responsive design optimizes experience for customers from any device – mobile, tablet or desktop
• Includes storm prep and safety tips year-round
• Storm center active once storm enters Gulf of Mexico
Media Relations

• Build relationships with media year-round
• Annual media tour
• Media invited to storm drill
• During storms – releases sent multiple times a day
• Content producers
EOC Communications

• Gulf Power representative stationed at all County Emergency Operation Centers and State EOC.

• Work to supply consistent message (outage numbers, restoration times, etc.) across our footprint – including County EOCs, State EOC, government officials, media, etc.
Outage Map

- Year-to-date – nearly 98K customers have used the map, accounting for nearly 350k page views

- So far this year, nearly 83% of outage map views have been through a mobile device
Gulf Power App/Alerts

- App – more than 27K downloaded
- Alerts – more than 23K customers signed up (text, email, phone)
- Promote through PSAs, ads, bill inserts, social media, customer service offices
Social Media Response

• **Facebook**
  Hats off to Gulf Power employees for their work in restoring power! Thank you linemen who worked through the night! We appreciate you and all of the employees who had a hand in getting our power back. –Katie O.

• **Twitter**
  Woohoo! Thank you @GulfPower for working so diligently and getting the power back on! –Whitney
Customer Care Center

• Mobilize reps
• Updated Voice Response Unit (VRU) throughout storm event
• NEW – Online chat feature
Power to Go

• Solar powered charging trailer with back-up generator
• More than 40 charging outlets
• Multiple screens to show news, outage map, other vital information for customers
Powerful Offense

#ThankALineworker