



DEF STORM COMMUNICATION AND PREPARATION

Harry Sideris

Florida State President



HURRICANE MATTHEW

**CUSTOMER
COMMUNICATIONS**



MEDIA



OUTAGE
MAP



PHONE
ALERTS BY
TEXT OR
VOICE
MESSAGE



STORM
WEBSITE



SOCIAL
MEDIA



TARGETED
OUTBOUND
CALLS



24-HOUR
STAFFED
CCO



ADS
&
PSAs



STORM
DIRECTOR
VIDEO





CUSTOMER
EMAILS



STATE EOC
AND 28
COUNTY
EOCs



Targeted customer emails: 1 million customers reached through emails



Keeping watch and staying ready.

Matthew is headed our way. Be prepared.

We're watching Hurricane Matthew and we're ready to respond if there is damage or outages. Since storms can be difficult to predict, it's always a good idea to be prepared.



From all of us at Duke Energy – Thank you

We hope that you have safely weathered the recent storm.

Matthew caused widespread damage across Florida.

More than 2,700 workers restored power to more than 316,000 homes and businesses.



Be safe. Hurricane Matthew is approaching.

Severe weather is approaching. Be safe.

Hurricane Matthew is expected to cause significant widespread damage resulting in power outages. Line technicians and repair crews from across Florida are gearing up to respond. Crews from other areas prepared to help if needed.



Important Hurricane Matthew updates

Keeping you informed when severe weather hits.

Our crews are working to restore power outages.

We currently have more than 3,500 line and vegetation personnel, damage assessors and support personnel involved in outage restoration efforts. This includes Duke Energy personnel from the Midwest and 200 crews from Tampa Electric (TECO). Additional resources will be secured.

Website

The screenshot shows the top navigation bar with the Duke Energy logo, 'News Center', and links for 'Our Perspective', 'Media Kit', 'Social Media', 'Outages', and 'Illumination'. The main heading is 'Hurricane Matthew' with social media icons for Twitter, Facebook, and LinkedIn. A blue banner with a warning icon says 'View the latest updates on power restoration in aftermath of Hurricane Matthew.' Below this, there are two columns: 'Restoration Times: Carolinas' with a video player showing a flooded area, and 'Latest News & Resources' with a list of news items.

Restoration Times:
Carolinas

Hurricane Matthew Update – Carolinas 10/11/16

Latest News & Resources

- Duke Energy donates \$325,000 to disaster relief efforts in the Carolinas and Florida
- Duke Energy outage numbers continue to drop; Carolinas' flooding impeding restoration efforts
- Duke Energy restores more than a million outages in the Carolinas; 235,000 customers still without power
- Duke Energy Florida crews restore nearly 300,000 customers; aim for full restoration tonight
- Duke Energy restores nearly 825,000 outages in North Carolina and South Carolina in the past 48 hours
- Duke Energy estimates power restoration times for Carolinas customers in aftermath of Hurricane Matthew
- Hurricane Matthew's damage exceeds projections in the Carolinas; Duke Energy to rebuild sections of its system

- 78 percent traffic to the site came from a mobile/tablet device
- 22 percent from a desktop computer

The screenshot shows the mobile version of the website. It features a hamburger menu icon, the Duke Energy logo, and social media icons. The main heading is 'Hurricane Matthew'. A blue banner with a warning icon says 'View the latest updates on power restoration in aftermath of Hurricane Matthew.' Below this, there are two columns: 'Restoration Times: Carolinas' with a video player showing a flooded area.

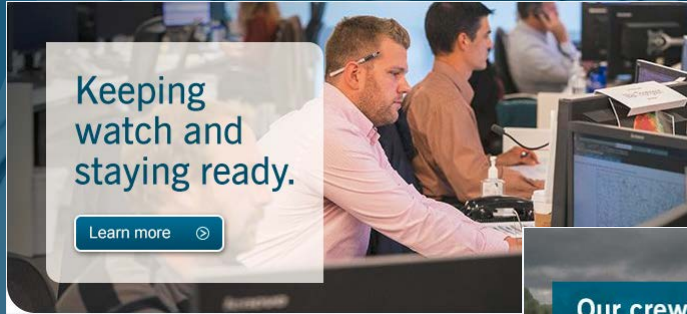
Restoration Times:
Carolinas

Hurricane Matthew Update – Ca...

Slideshow



- Posted and updated homepage website banners throughout the event



Keeping watch and staying ready.

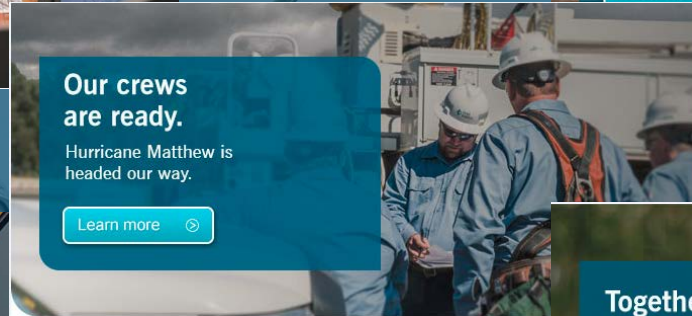
[Learn more](#)



We're out in force.

Our crews are assessing and restoring outages.

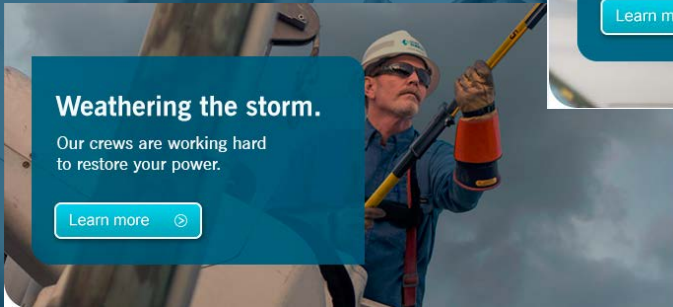
[Learn more](#)



Our crews are ready.

Hurricane Matthew is headed our way.

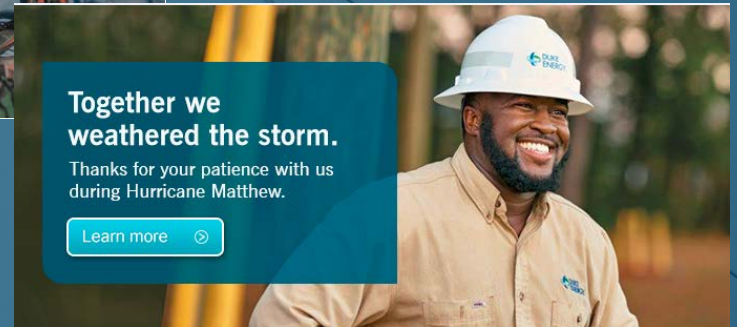
[Learn more](#)



Weathering the storm.

Our crews are working hard to restore your power.

[Learn more](#)



Together we weathered the storm.

Thanks for your patience with us during Hurricane Matthew.

[Learn more](#)

Advertisements and PSAs

Hurricane Update

Get the latest information
about Hurricane Matthew.

[Watch Video](#)



From all of us at Duke Energy –
Thank you

We are grateful for your patience and understanding as we raced to repair the damage from Hurricane Matthew. We also salute the first responders, out-of-state crews and support service providers who worked with us around the clock to restore service as quickly and safely as possible.



To follow our progress, visit duke-energy.com/matthew

Hurricane Update

[Watch Video](#)



Social media

- Biggest storm in Duke Energy history from a social media perspective
- Responded to more customer messages in seven days than all of 2015
- Emphasized the linemen and field work
- Videos earned more impressions than any other multimedia



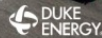
"Every lineman takes great pride in this work, and we will not stop until we get the lights back on. We appreciate your patience."

Johnny, Lineman
Lake Buena Vista Operations Center



Thank you for your partnership!

We appreciate all of the utility companies and contractors that helped with restoration after Hurricane Matthew.



Duke Energy
Published by Sprinklr · October 6 at 6:21pm · 🌐

Florida lineman Johnny Grieshaber spent the day checking equipment, supplies and inventories in preparation of Hurricane #Matthew. When it's safe to start restoring power, Johnny and hundreds of other line crews will be ready to roll – quickly and safely.

Click for more

5:16

Duke Energy added 4 new photos.
October 6 at 12:31pm · 🌐

Our Lake Buena Vista Operations Center Crews are stocking bucket trucks in Florida, preparing to respond to Hurricane #Matthew. #ThankALineman



STORM HARDENING INVESTMENTS



STRENGTHENING THE SYSTEM

\$2.4B

INVESTED IN MAINTAINING AND STRENGTHENING
THE SYSTEM SINCE 2004

2016

103,000+ WOOD DISTRIBUTION POLES INSPECTED
82,000+ TREATED TO PREVENT DECAY
4,400+ REPLACED

802,000+

WOOD DISTRIBUTION POLES
REPLACED 41,953 SINCE 2006

STRENGTHEN THE SYSTEM: Smart Grid



**SMART GRID – SELF HEALING TECHNOLOGY
BENEFITTING CUSTOMERS**



SMART GRID

26,000+

OUTAGES PREVENTED DURING
HURRICANES HERMINE AND MATTHEW

3.1M+

CUSTOMER MINUTES SAVED DURING
HURRICANES HERMINE AND MATTHEW

23%

DUKE ENERGY CUSTOMERS BENEFITTING
FROM TECHNOLOGY

164,000+
191,000+

2016 OUTAGES PREVENTED
2016 CUSTOMER HOURS SAVED

A utility worker is shown in a bucket, working on a power line. The worker is wearing a hard hat and safety gear. The bucket is suspended from a crane or similar lifting device. The background is a solid blue color, and the entire image has a semi-transparent blue overlay. The text "READY AND ABLE" is centered in white, with "READY" on the top line and "AND ABLE" on the bottom line, separated by a horizontal white line.

READY

AND ABLE

CREW ACCESS

DUKE ENERGY SERVICE AREA

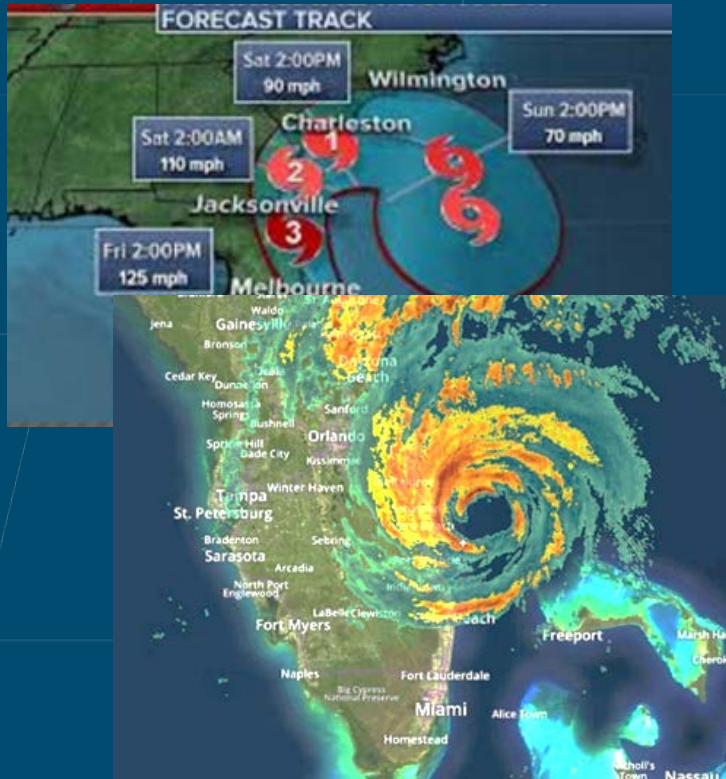


REGULATED UTILITIES

- 500+ line workers Duke Energy Florida
- Hundreds of Fla. contract line workers and tree trimming personnel
- Mutual assistance agreements
- Linemen in our Duke Energy sister utilities



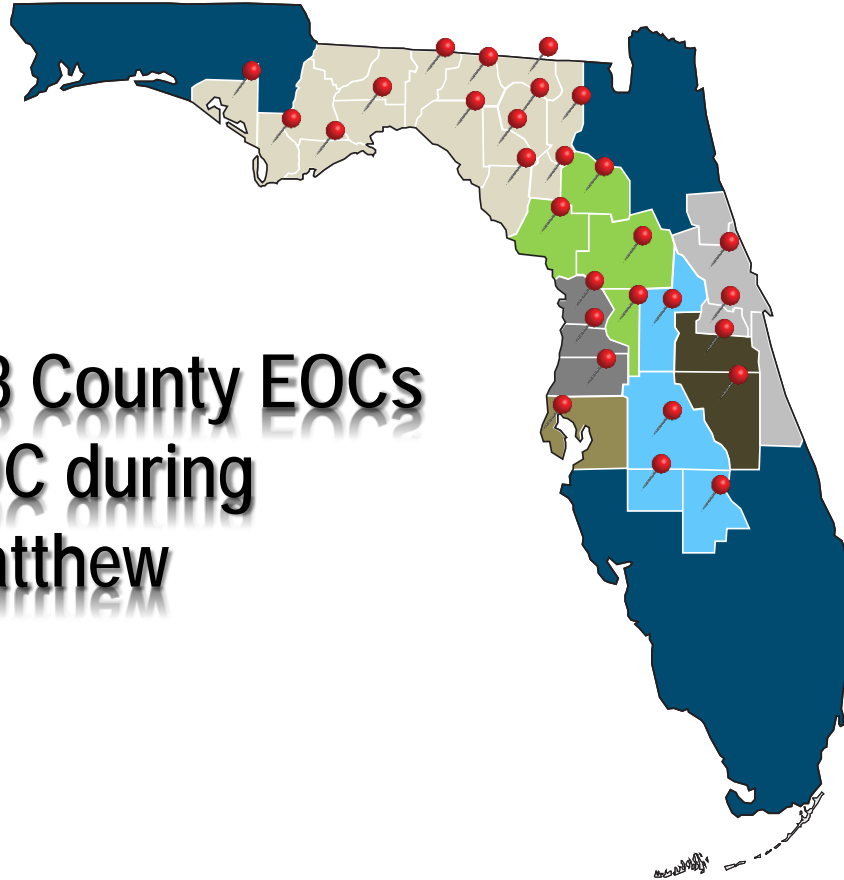
HURRICANE MATTHEW



- 316,000+ customers restored in less than 72 hours
- 165,300 peak outages
- 2,665 resources
- All County level ETRs set and achieved
- 98.8%: Outage level ETR Performance
- \$39M: Distribution cost

COLLABORATION WITH COUNTY EOC

**Supported 28 County EOCs
and State EOC during
Hurricane Matthew**





PREPARATION IS KEY



We're ready to respond!

