

# Florida Power & Light Company Hurricane Response Update

Eric Silagy  
President and CEO  
Florida Power & Light Company

35 counties

4.9 million customer accounts

Serving more than

half

of Florida

Majority of FPL customers live within 20 miles of the coast



# Update

- » **System improvements** – smarter and stronger energy grid
- » **2016 storm season** – actions, results and learnings
- » FPL's preparation and **readiness for 2017 storm season**
- » Commitment to **staying connected** with customers and communities

# Stronger, more resilient energy grid

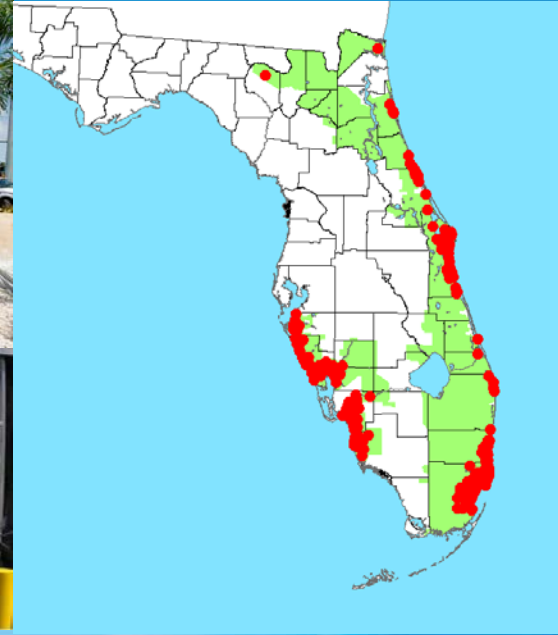
FPL has invested more than **\$2.7 billion**

- » **700** main power lines strengthened serving critical infrastructure and community services
- » **40** percent of feeders are hardened or underground
- » **1.2M** pole inspections completed every 8 years; inspect 150,000 annually
- » Cleared vegetation from more than **150,000 miles** of power lines



# Strengthening efforts also include transmission/substation structures

- » **88 percent** of transmission poles are steel or concrete
- » **223 substations** upgraded with flood mitigation
  - **25** also have storm surge protection



# Smarter and more modern energy grid

- » Deployed **4.9 million** smart meters
- » Installed more than **60,000** intelligent devices
  - Automated feeder switches
  - Automated lateral switches
  - Fault current indicators
- » Established **multiple diagnostic centers**




# 2016 hurricane season started early with TS Colin on June 6, followed by Hermine

## Hurricane Hermine Sept. 2, 2016

- » Impacted 112,000 customers
- » **Automated switches** prevented more than 30,000 customer interruptions
- » Zero **strengthened poles** failed
- » Restoration **complete** within **24 hours**
  - Average outage duration **less than three hours**



A satellite image showing Hurricane Matthew as a large, swirling white cloud mass over the Atlantic Ocean. The Florida peninsula is visible on the left side of the image, with the hurricane's eye and spiral bands extending towards the coast. The text is overlaid on the top half of the image.

**Matthew paralleled the Florida east coast,  
impacting nearly 1.2 million FPL customers**

**Most customers restored within 2 days of impact**



# Largest pre-staging effort in FPL's history

More than **14,600** personnel activated

- » **8,100** FPL and embedded contractors
- » **6,500** external resources
- » More than **200** utilities and external companies from **26** states provided assistance
- » **22** staging / operations sites



# FPL's system performed well during Matthew

- » Hardened feeders performed **30 percent better** than non-hardened feeders
  - Zero hardened distribution poles or transmission structures failed
- » Automated feeder switches avoided more than **118,000 customer outages**



# Technology enabled situational awareness

- » **Mobile Command Centers** and Community Response Vehicles deployed to impacted areas
- » **Drones** used to assess damage
- » **Smart meters** helped to assess restoration status



# Flood mitigation accelerated restoration

Hurricane Matthew tested flood monitoring equipment and processes at **St. Augustine Substation**

- » Flooding was significant
- » Station was proactively de-energized to prevent extended equipment damage
- » Damage was successfully avoided
- » Avoided more than two days and millions of dollars to repair



# Faster restoration – exceeding FPL's historical performance

Hurricane  
**Wilma**



Hurricane Season  
**'04 - '05**



Hurricane  
**Matthew**



98.7% of customers restored after two full days of restoration

# FPL provided restoration support for JEA

- » **175** line and vegetation **personnel** rapidly responded to provide storm restoration support
- » FPL's assistance **reduced** restoration by approximately **two days**

*“FPL did an incredible job helping JEA get back on their feet during Matthew. We are appreciative of the quality of resources. FPL is a team of rock stars.”*

— JEA CEO Paul McElroy



# Redefining and streamlining Florida utilities' mutual assistance for greater efficiency

- » Engaging all Florida utilities – **IOUs, municipalities and cooperatives**
- » Working through **Florida Coordinating Group** to redraft mutual assistance agreement and process
- » **Coordinating workshops** are helping us strengthen our understanding of each other's organizations and build relationships

# Partnered with local leaders

FPL worked closely with **local leaders** from **30** different counties and communities

- » Ensured **critical facilities** were a priority for restoration
- » Kept leaders informed regarding their area's **restoration status**
- » Helped to **resolve community issues** related to restoration priorities and activities
- » Participated in **community updates**





# A number of new and enhanced communications tools were used in 2016

## First time FPL executed:

- » Automated **voice calls** to 3.4 million customers
- » **Radio ads** before, during and post-storm
- » **TV ads** pre-storm
- » Daily **press briefings**
- » **Embedded reporters**
- » Geo-targeting **paid social media** to the community/neighborhood



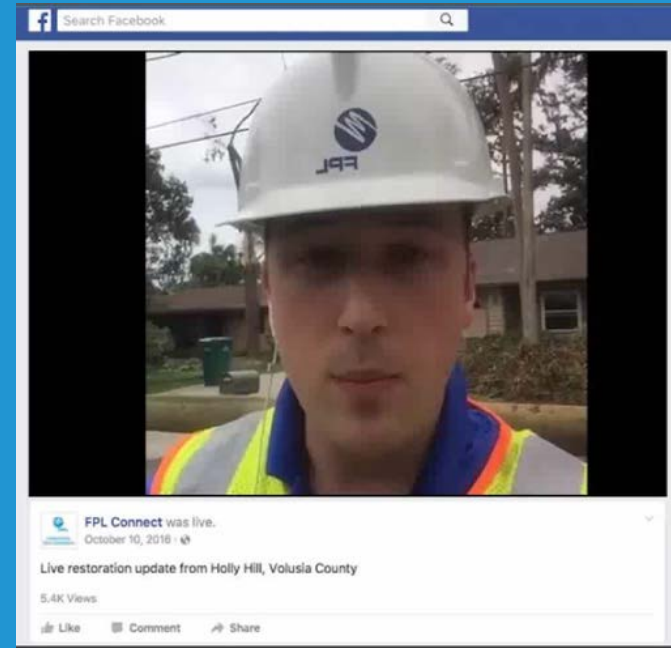
# Leveraged all channels to reach stakeholders



- » Traditional media
- » Social media
- » Email (2.4M customers)
- » Customer Care Center
- » Automated voice calls
- » Websites (mobile)
- » Outreach communications
- » Advertising and PSAs

# Used Facebook Live to amplify message

- » Leveraged 12 Facebook Live broadcasts, securing **6.7+ million impressions**
- » Published 270 posts on Facebook and Twitter, garnering **13.5 million+ impressions**
- » Reached more than **2.5 million people** through FPL Facebook
- » Grew Facebook communities by more than 15,000 users – a **12.5 percent increase**



Smart phones and Facebook did not exist when Florida was last hit by a hurricane

# Established community response kiosks in hardest hit areas

- » **Supported customers** by providing water
- » Equipped with **mobile charging stations**
- » **Informed customers** on power restoration status



# Ensuring readiness for 2017 storm season

Nearly **9,000** FPL employees have a storm assignment and receive functional training annually

- » Comprehensive **staging site drill**
- » Incident management **team workshops**
- » Company-wide **dry run exercise**



# Completing pre-season customer communications

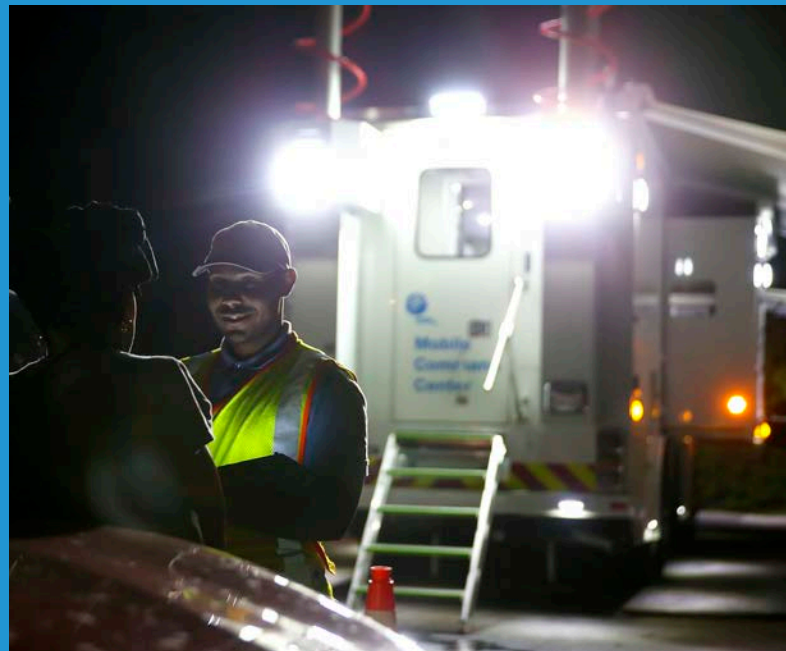
Annually, FPL launches a communication campaign encouraging customers to **be prepared** and **have a storm plan**

- » Media events and interviews
- » Social media campaign
- » Customer channel communications
- » Advertising



# During the last 10 years, a lot has changed, we've learned a lot and customers are much better off

- » Smarter, stronger, more reliable and **resilient grid**
- » Advanced technology that enables **faster restoration**
- » New and improved ways to **communicate**





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