



Storm Ready

Presented By:

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Gulf Power Chairman, President and CEO

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Everyday Communications Goal



Communicate information that our customers need as quickly, easily and as accurately as possible – in a way that fits their lives.



Storms



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 Ready? App-solutely!

Stay connected with the Gulf Power app to access power outage map and storm news and information on your smartphone or tablet.



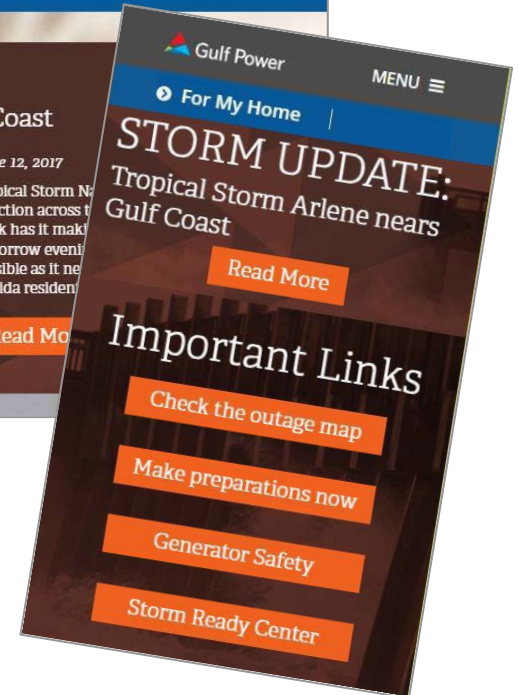
Gulf Power
MyGulfPower.com



Search for Gulf Power.

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

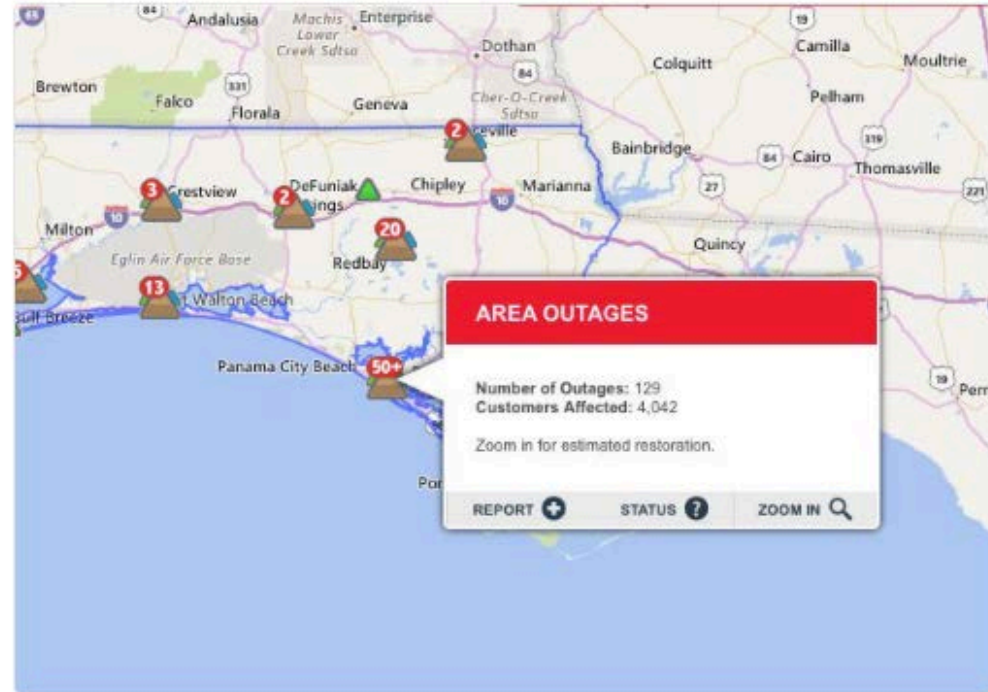


- Build relationships with media year-round
- Annual media tour
- Media invited to storm drill
- During storms – releases sent multiple times a day
- Content producers



WECP-TV @WECPTV · Jan 22

4:35 PM Update; More than 4,000 customer in Bay County without power after severe storms. @GulfPower has crews working @ multiple sites.



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

How to Use This Map | Report an Outage | Check Outage Status | Facebook Updates | Understanding Outages

System Reliability: 99.93%

Legend: Summary WeatherBug

Locations County

- > 1,000 Customers Out
- 101-1,000 Customers Out
- 11-100 Customers Out
- 1-10 Customers Out
- Multiple Outages
- Crew
- Service Area Boundary

Service Area Overlay

Go To Favorites

Go To Overview Map

Go To Your Location

Go to an Address (enter ZIP code or street, city, and state):

Go to County

Last Updated: Apr 3, 9:40 AM

Thank you for using our live outage map. Information on this map is updated every 5 minutes.

Alerts

3 April 2017, 8:00 am

Severe weather is forecast for the Florida panhandle today. Storms may include lightning, high winds and possible tornadoes.

Please monitor your local news stations for warnings and watches affecting you.

We will post an update around noon.

Sign up to Get **Free Outage Restoration Alerts!** You can get a text message, email or phone call with an estimated restore time, and when the outage has been restored.

To sign up for the text alert, simply text the word **REG** to **694853** (MyGulf). You can check an outage status by sending **STAT** to **694853**.

For other options, visit our online customer care portal and click the link for [Set Outage Alerts](#) (non-mobile only). You will need to know your account number or the phone number tied to your account to complete the registration.

Track real time power restoration with your mobile device. Download the Gulf Power app: search for "Gulf Power" in the Apple App Store or in the Google Play Store.

If you have any questions with our alerts please call us at 800-487-6937.

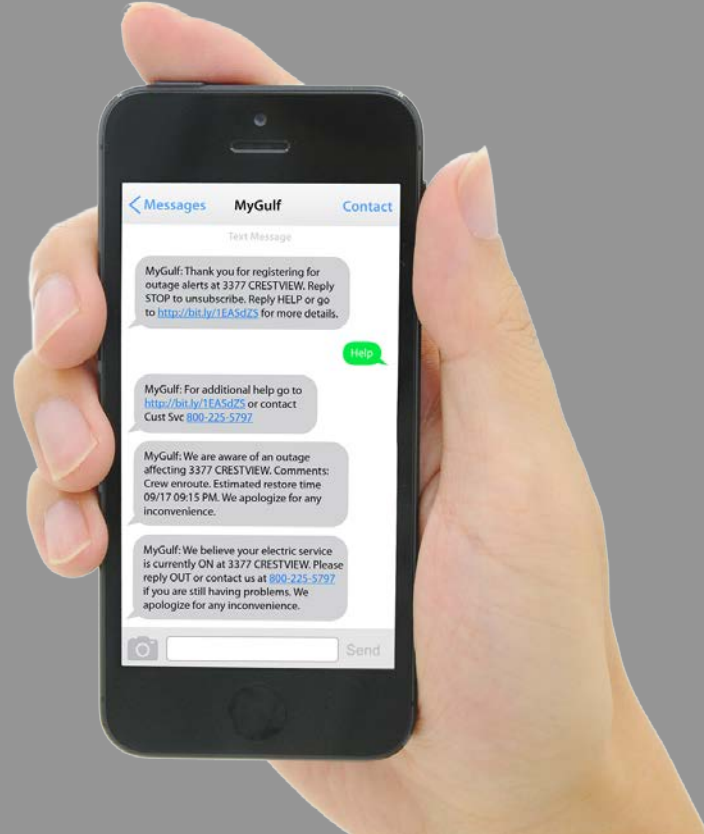
bing KUBRA

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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

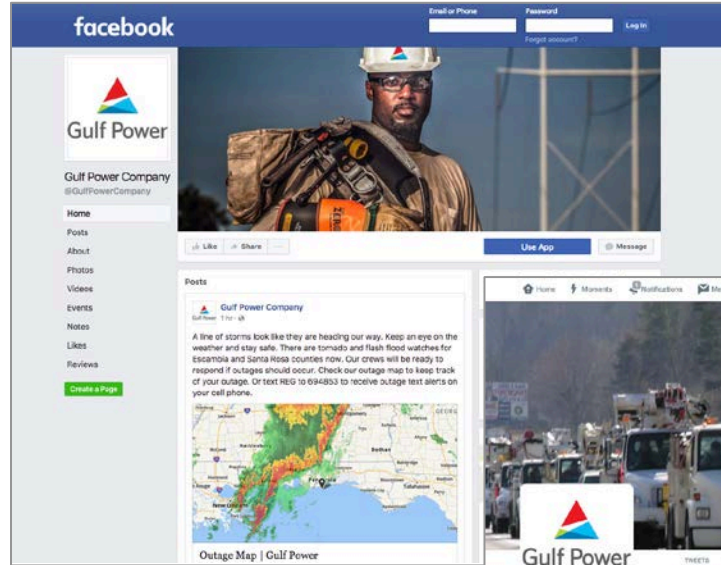


Social Media Response



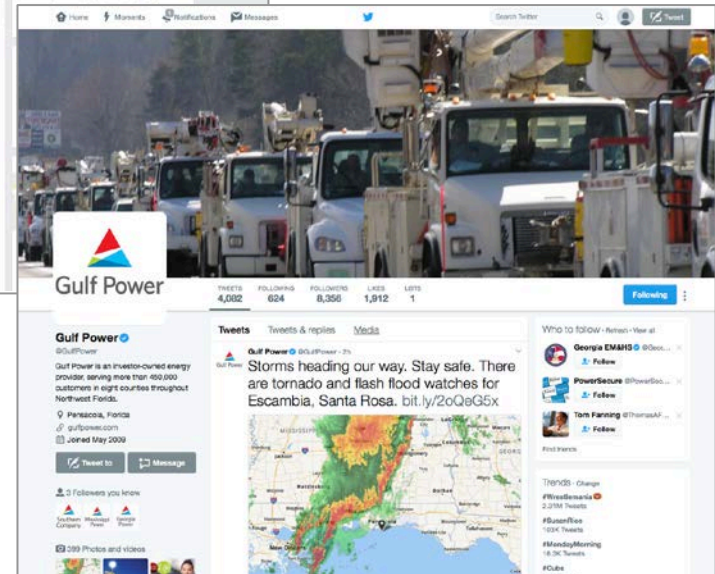
- **Facebook**

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

