

Special Electric Reliability Forum

January 10, 2013

Robert R. Stoyko, Vice President – Customer Relations
UGI Utilities, Inc.



About UGI Electric Division

**UGI Electric serves predominantly rural
Luzerne and Wyoming Counties.**

Customers	61,885
Miles of Distribution Line:	2,002
Miles of Transmission Line:	132



Sandy Planning Timeline

- ❑ 10/24/12
 - Initial Operations Team Meeting
 - Initial MAMA Call (No FTEs Requested)
- ❑ 10/25/12
 - Operations Team Meeting(s)
 - MAMA Call (26 FTEs Requested)
 - Executive Level Planning Call
- ❑ 10/26/12
 - Operations Team and Management Update Meeting(s)
 - MAMA Call
 - Increased request to 40FTEs
 - Resources acquired from Westar
 - 911 and other local agency outreach
- ❑ 10/27 to 10/29/12 AM – Additional Planning

Pre-Storm Outreach - External Resources

❑ UGI

- UGI Gas Utility Personnel – 10 FTEs (Logistics) (New Resource)
- UGI Retired Linemen – 2 FTEs (New Resource)
- Asplundh (UGI Contractor) – No Additional FTEs Available

❑ Mutual Aid Organizations

- MAMA – 40 FTEs from **Westar **** (Linemen)
- PREA – None Available Initially (New Resource)

❑ Other 3rd Party Contractors

- Flagger Force – 6 FTEs (New Resource)
- Denny's Electric – Available but not needed (New Resource)
- Neal-Lynn Construction – 4 FTEs (Pole Setting Only)
- David Stochla Electric – 2 FTEs (Service Work)

Additional outreach to Local 911, regulatory agencies and community leaders

Customer Communications

Multiple Media Releases

- Storm Preparation
- Impact on Electric and Gas Systems
- Service restoration Updates

Daily Media Response / Appearances

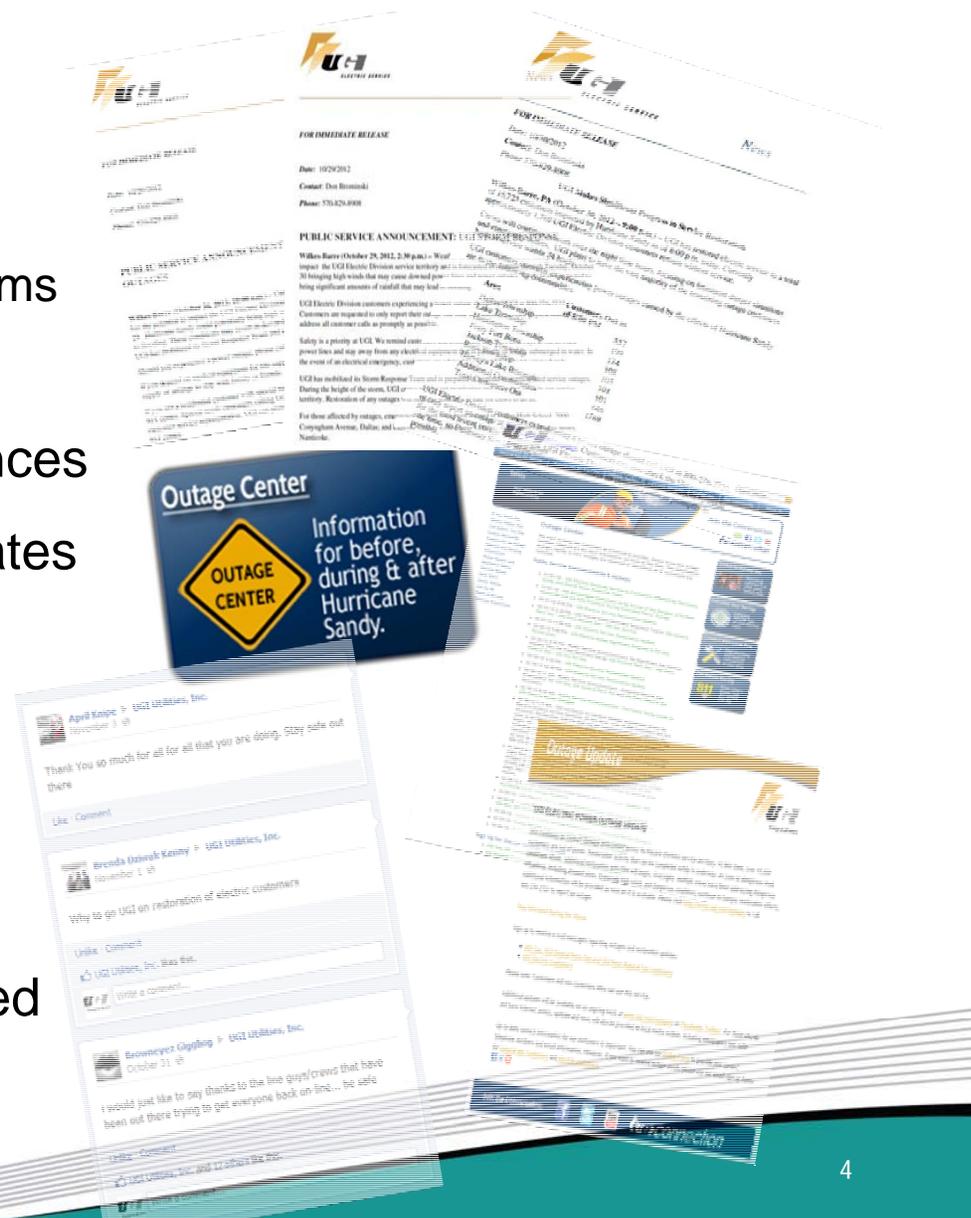
UGI Website Outage Center Updates

Social Media Postings

- Facebook
- Twitter

Multiple Daily Outbound Emails

Emergency Service Center Opened



Communications Time Line / Samples Media

Date/Time of Media Releases:

- 10/26 - 10:30 a.m.: UGI Electric Potential Power Outages PSA
- 10/27 - 11:00 a.m.: UGI Electric Potential Power Outages PSA (Expanded and Updated)
- 10/28 - 11:00 a.m.: UGI Electric Potential Power Outages PSA (Expanded and Updated)
- 10/29 - 2:45 p.m.: UGI Electric Storm Response PSA
- 10/29 - 5:24 p.m.: UPDATE: UGI Electric Storm Response
- 10/30 - 9:30 a.m.: UGI Electric Outage Restoration Update
- 10/30 - 12:40 p.m.: UGI Electric Outage Restoration Update
- 10/30 - 5:00 p.m.: UGI Electric Outage Restoration Update
- 10/30 - 9:10 p.m.: UGI Electric Outage Restoration Update
- 10/31 - 11:00 a.m.: UGI Electric Outage Restoration Update
- 10/31 - 8:50 p.m.: UGI Electric Outage Restoration Update
- 11/1 - 1:30 p.m.: UGI Electric Outage FINAL Restoration Update



News

FOR IMMEDIATE RELEASE

Date: 10/29/2012

Contact: Don Brominski

Phone: 570-829-8908

PUBLIC SERVICE ANNOUNCEMENT: UGI STORM RESPONSE

Wilkes-Barre (October 29, 2012, 2:30 p.m.) – Weather associated with Hurricane Sandy has begun to impact the UGI Electric Division service territory and is forecasted to continue through Tuesday, October 30 bringing high winds that may cause downed power lines and power outages. Sandy is also expected to bring significant amounts of rainfall that may lead to flooding.

UGI Electric Division customers experiencing a power outage should call UGI at 800-276-2722. Customers are requested to only report their outage one time so Customer Service Representatives can address all customer calls as promptly as possible.

Safety is a priority at UGI. We remind customers and community members to always avoid downed power lines and stay away from any electrical equipment that is partially or totally submerged in water. In the event of an electrical emergency, customers are advised to contact UGI Electric immediately.

UGI has mobilized its Storm Response Team and is prepared to respond to storm-related service outages. During the height of the storm, UGI crews will be out monitoring and assessing areas in our service territory. Restoration of any outages will begin as soon as it is safe for crews to do so.

For those affected by outages, emergency shelters have been opened at Dallas High School, 2000 Conyngham Avenue, Dallas; and Luzerne County Community College, 1333 South Prospect Street, Nanticoke.

Communications Time Line / Samples Web Outage Center

Web Outage Center

- The Outage Center banner ad was placed on the home page of ugi.com.
- The outage center website address was provided on media releases, on Facebook and Twitter.
- There were 35,383 visitors from October 26 through November 1, 2012.



Outage Center Visits	Visits	Unique Visitors	Mobile Visits
October 26, 2012	3,331	3,090	520
October 27, 2012	1,784	1,660	367
October 28, 2012	2,788	2,587	726
October 29, 2012	8,698	7,907	3,500
October 30, 2012	8,784	6,676	3,192
October 31, 2012	4,993	4,360	1,005
November 1, 2012	5,005	4,618	877
Total	35,383	30,898	10,187

Communications Time Line / Samples

Social Media

Facebook

UGI's Hurricane Sandy digital strategy focused on pushing the critical outage restoration information across all platforms, including email, Facebook. Customers were provided the core outage information as well as instructions on how to connect with additional information resources.

Facebook	# of Likes
October 27, 2012	3,688
October 28, 2012	3,813
October 29, 2012	3,925
October 30, 2012	4,016
October 31, 2012	4,041
November 1, 2012	4,196
November 2, 2012	4,358
November 3, 2012	4,470
November 4, 2012	4,610
November 5, 2012	4,745
November 6, 2012	4,851
November 7, 2012	4,851
November 8, 2012	5,275

Twitter

Information released to media was also sent out via Twitter. Each Tweet included a link back to the UGI Outage Center. Between Oct. 26 and Nov. 1, UGI sent 27 Tweets, received 29 re-tweets and 23 mentions.



Communications Time Line / Samples Email

- E-Mail messages were based upon Public Service Announcement messaging.
- E-Mail communication began October 30, 2012 at 7:39 AM.
- Final e-mail was sent November 1, 2012 at 3:48 PM

E-Mail	E-Mail 1	E-Mail 2	E-Mail 3	E-Mail 4	E-Mail 5	E-Mail 6	E-Mail 7*	E-Mail 8	E-Mail 9	E-Mail 10*
Date Sent	10/30/2012	10/30/2012	10/30/2012	10/30/2012	10/30/2012	10/31/2012	10/31/2012	10/31/2012	11/1/2012	11/1/2012
Time Sent	7:39 AM	9:54 AM	1:21 PM	4:53 PM	9:34 PM	11:47 AM	9:04 PM	10:12 PM	2:30 PM	3:48 PM
Audience	6,198	6,474	6,510	6,551	6,558	6,556	77,409	6,544	6,536	77,329
% Opened	32%	28%	29%	26%	24%	22%	31%	21%	19%	28%
% Opened Click to Outage Center	16%	7%	4%	2%	2%	2%	2%	3%	1%	1%
# Shared via Social Network	4	11	2	2	1	4	383	28	30	305



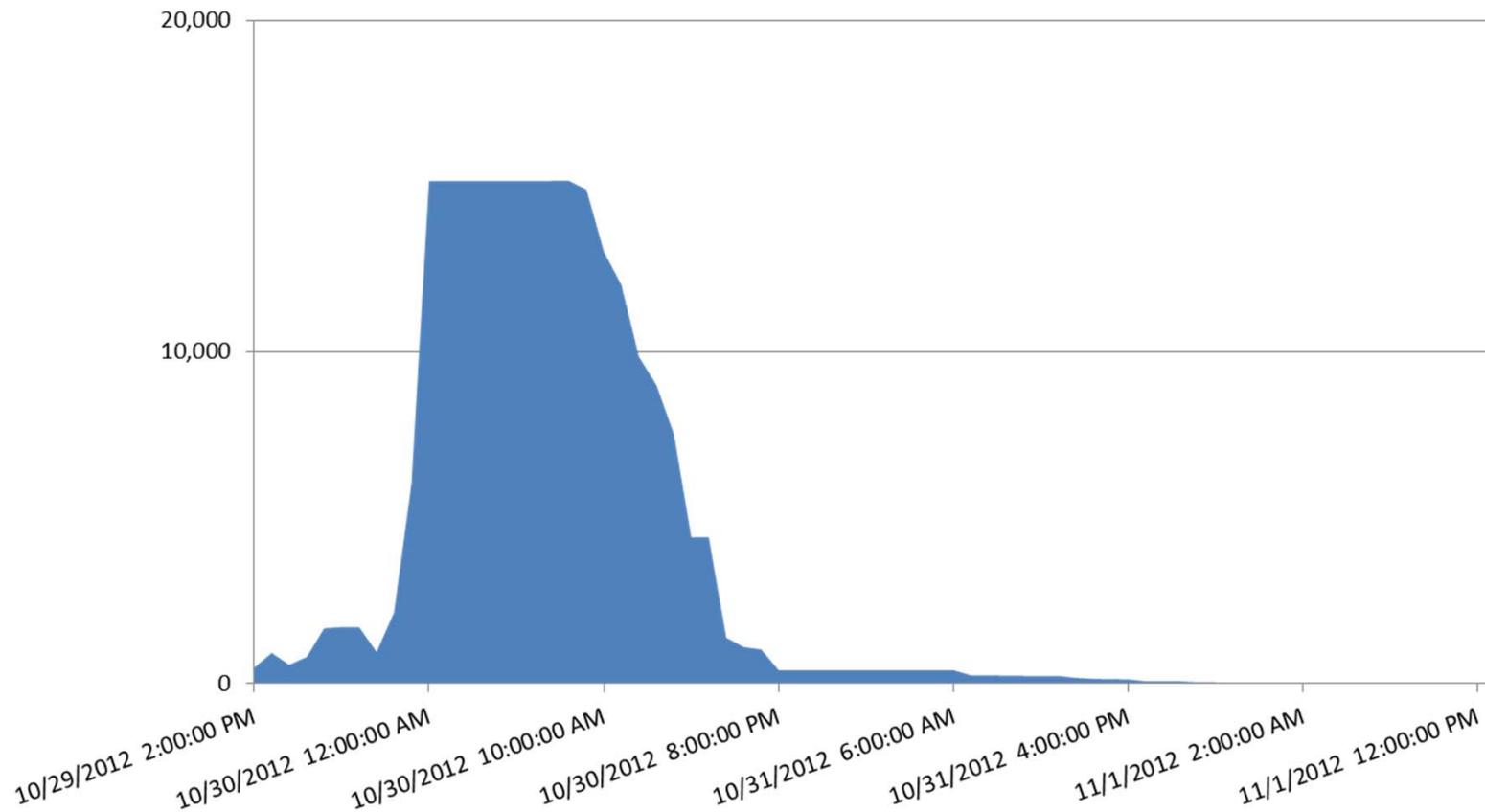
Hurricane Irene - Lessons Learned Update

- ❑ Tools
 - Outage Management System
- ❑ Planning
 - Contractor Resources
- ❑ Response and Outreach
 - Communications
 - Outreach Timing
- ❑ Next Steps

Lessons Learned - Storm Comparison

	Hurricane Irene (8/11)	Hurricane Sandy (10/12)
Customers:		
Number Affected	35,975	17,395
% Affected	58%	28%
Storm Rank	#1	#3
Repair Incidents	617	382
Outage Cases	318	59
Workers Assigned Total	106	163
Outage duration	10 days	3 days

Restoration Curve – Hurricane Sandy



Hurricane Sandy - Lessons Learned

Multi-Departmental Post Storm meetings were held and surveys taken to assess our performance and determine improvement opportunities. Lessons Learned include:

- ❑ Communications Improvements
- ❑ Outreach Improvements
- ❑ Emergency Plan Enhancements
- ❑ Employee Recognition