



Broad Engagement and Impactful Consumer Benefits

In 2013, Florida Power and Light Company (FPL) completed one of the largest and most comprehensive smart grid rollouts in the United States to date. This \$800 million grid modernization program – financed in part by a grant from the U.S. Department of Energy – encompassed not only Advanced Metering Infrastructure (AMI), but also a host of networked sensors and controllers on FPL's transmission and distribution grids. In total, more than 4.6 million smart meters and 11,500 additional intelligent devices were installed.

Planning an effective approach

Prior to and during this massive rollout, FPL engaged in a multi-pronged approach to educating its customers, employees, and other stakeholders. FPL developed six communication imperatives that guided all of its communication and education efforts:

- 1 Communicate when it counts: the right audience, the right time, and the right channel
- 2 Set clear expectations about the benefits of FPL's smart grid program and the timeframe when they might be realized
- 3 Communicate benefits to customers that are relevant to them
- 4 Ensure a steady stream of information
- 5 Educate key stakeholders through targeted briefings
- 6 Equip employees to serve as program ambassadors

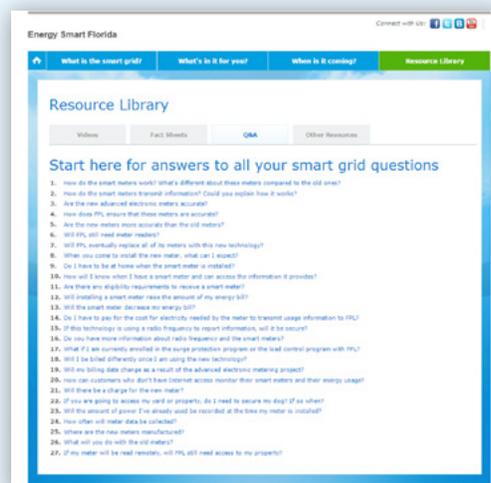
Based on extensive customer research, FPL developed messaging and documents that highlighted reliability, customer control, and customer convenience. This messaging was customized for various customer segments and stakeholders including seniors, business customers, general residential customers, and government officials.

Early in the process, FPL conducted media briefings with key editorial boards and reporters to discuss the plans, timeline, and expected benefits of the smart grid. The company found these briefings to be helpful in ensuring accurate media coverage throughout the multi-year smart meter deployment effort.

Proactively answering questions

Among of the initial materials that FPL developed was an FAQ document that was available to customers on the company's website (www.fpl.com/energysmart). The initial FAQs were based on customer research, and were intended to preempt most customer questions and concerns with detailed information.

Over the course of FPL's smart grid rollout, this FAQ document was updated based on customer comments, feedback from community events, and social media interactions. Although FPL captured a few additional questions and responses from this active listening, it found that the bulk of the questions were on target at the outset thanks to its customer research.



Engaging Employees

Throughout its smart grid deployment, FPL communicated extensively with its 10,000 Florida-based employees to ensure they understood the rationale for deployment and the benefits it would bring the company and its customers. FPL developed extensive internal communication materials including a smart grid website, fact sheets, videos, and additional FAQs.

In addition, the project was supported by a dedicated change management team and a network of change agents. The team conducted extensive impact and stakeholder assessments to develop training and communication plans. The change management network helped ensure that employees were prepared for the new technology and related changes.

Although smart grid was new to many FPL employees and their knowledge base was limited at the beginning of the rollout, they were interested in learning more. Leveraging that interest, FPL created a Smart Grid Ambassador program that provided training and resources for employees and retirees. Smart Grid Ambassadors were available through the company's Guest Speakers program, which allows community organizations to request presentations on various topics, with smart grid as one of the more popular topics. Approximately 25 people were trained as ambassadors, and collectively they spoke with more than 120 organizations and community groups throughout FPL's territory.



An Innovative Community Partnership

Further broadening this outreach, FPL developed the Energy Savings Essentials program in partnership with Miami-Dade College (MDC). The program offered hour-long classes to help FPL customers understand how to use the company's online Energy Dashboard, online home energy audit, and energy-saving tips.

FPL and MDC conducted special outreach to and through local agencies serving limited- and low-income customers. In total, the Energy Savings Essentials program reached an estimated 1,400 customers.

Consumer Benefits

The Smart Grid Consumer Collaborative's research has consistently indicated that consumers desire the ability to save money and increase reliability via smart grid technology. FPL's grid modernization program has delivered on both fronts.

Enabled by AMI, FPL developed its online Energy Dashboard that provides customers with hourly, daily, and monthly usage information to better manage their energy costs. FPL continues to add features like bill projection and temperature information to maintain engagement levels. Since July 2013, FPL customers have visited the Energy Dashboard more than four million times to view their energy usage data.



On the reliability front, FPL engineers have been increasingly using smart grid data to improve reliability. For example, through Q3 2014, FPL had deployed more than 1,000 automated feeder switches, avoiding more than 300,000 customer interruptions. FPL also has used the technology to detect potential issues in transformers and replace them proactively prior to failure. To date, it has proactively replaced more than 1,000 distribution transformers.

Additionally, the company's restoration specialists now can view extensive network information on iPads while in the field by using FPL's "Restoration Spatial View" (RSV) application. Developed in-house, RSV combines outage tickets, weather information, electrical network information, time sensor data, customer energy consumption and voltage, restoration crew location, meter status and more – all layered on a map view on an iPad. This has greatly improved field crews' effectiveness, for example, by being able to "ping" smart meters to ensure that every customer has had power restored prior to their leaving an outage area.

Customer Testimonials

Because of the importance of the customer's voice in conveying these benefits, FPL has made a concerted effort to identify customers who have enjoyed them first-hand and to document their stories on the company's smart grid website. These customers include Frank Roberts and Yania Olabarrieta, below:



We've been able to be much more proactive in our energy usage. The biggest thing I've been able to utilize is the billing history graphs. I can look at a typical day and figure out where the spikes are. I've actually been able to save myself about \$25 a month.

— Frank Roberts, Homeowner

I think it's important to have control of what you spend.

— Yania Olabarrieta,
Small business owner

