

# Memorandum



DATE: August 13, 2010

TO: Honorable Mayor and Members of the City Council

SUBJECT: Storm Communication Improvements Briefing

Attached you will find the Storm Communication Improvements briefing that will be presented at the City Council Briefing on August 18, 2010.

Should you have any questions, please let me know.



Ryan Evans  
First Assistant City Manager

CC: Tom Perkins, City Attorney  
Deborah Watkins  
Craig Kinton, City Auditor  
Judge Victor Lander  
Mary Suhm, City Manager  
AC. Gonzalez, Assistant City Manager  
Jill A Jordan, P.E., Assistant City Manager  
Forrest E. Turner, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Officer  
Helena Stevens-Thompson, Assistant to the City Manager



# Storm Communication Improvements

**Oncor Electric Delivery**

*Last Updated 08/11/2010*

# Fourth Worst Storm In Oncor's History



**Outages over the course of the storm: 572,682**  
**Total Customer Outages Dallas: 185,710**

**Maximum Customers Out: 234,225 Fri 2/12 9:00 AM**  
**Dallas - 80,211 Fri 2/12 2:00 AM**

- Restoration Personnel: 3,159**
- 1026 Company Employees
    - including 203 Damage Evaluators
  - 184 Mutual Assistance Crews
  - 649 Contract Distribution resources
  - 1,300 Vegetation Management Contractors

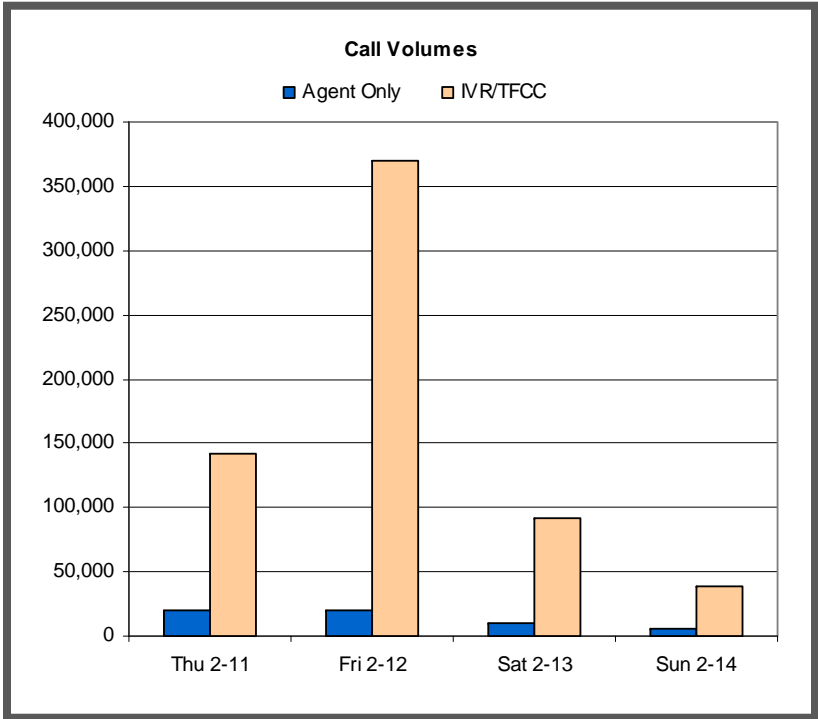
- Safety Statistics:**
- 4 Safety Incidents
  - 1 Vehicle accident



# Fourth Worst Storm In Oncor's History

## Call Volumes were Significant

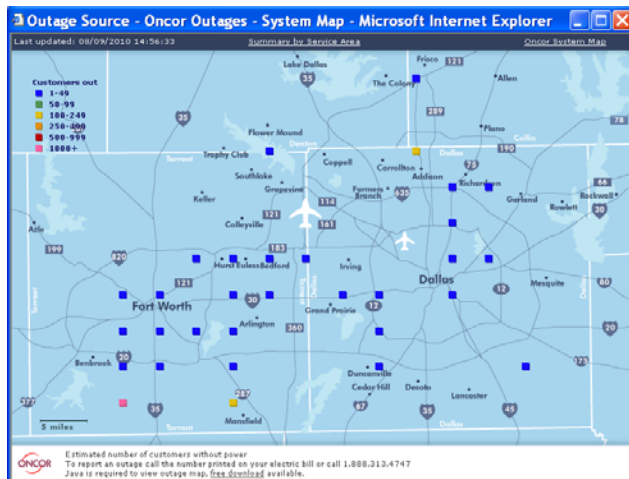
Agent Calls		IVR/TFCC*			
Total Calls					
55,999		640,905			
Overall Highest Hour of Calls					
2/11/2010 4-5PM		1,863	2/12/10 8-9AM		39,270
Daily Peak Hours					
2/11	4- 5PM	1,863	9-10PM	20,623	
2/12	9-10AM	1,575	8-9AM	39,270	
2/13	10-11AM	856	9-10AM	9,666	
2/14	9-10AM	583	9-10AM	3,377	
Average Calls Per Hour					
2/11	842		5,897		
2/12	840		15,382		
2/13	411		3,810		
2/14	240		1,615		



\* Interactive Voice Response and high call volume automated handling service

## New On-Line Outage Map and Weather Information

- Outage status map with key message capability during major storms on Oncor.com
- Brad Barton, WBAP Meteorologist to assist with customer communication during major storms



**24 X 7 OUTAGE INFORMATION**

During emergencies and periods when thousands of customers are without service, Oncor provides regular updates on restoration efforts.

The following links provide estimated outage information for the Oncor service area. This baseline system will be upgraded in Fall 2010.

[System Outage Map](#)      [DFW Outage Map](#)  
[Summary by Service Area](#)

\*Java is required to view outage maps, [free download](#) available.

**Severe Weather News**

Oncor is developing new ways to keep its customers better informed in storm emergencies and power outages, and Mr. Brad Barton (*pictured right*) is part of this new effort. As WBAP's Chief Meteorologist, Mr. Barton has dealt with emergency communications during severe weather and knows there's no such thing as "too much weather and safety related information."

[more severe weather news](#)

**Restoration News**

02.15.10  
[Oncor Targeting Complete Storm Restoration Today - Final push on to restore power to 10,000](#)  
Oncor expects to restore every customer affected by last week's winter storm by the end of today, around 10,000 customers as of noon.

02.15.10  
[Oncor Nearing Full Restoration - 15,000 customers remain without power following winter storm](#)  
Power outages in the Dallas/Fort Worth area fell to 15,000, down from 40,000 on Sunday at 1:30 p.m.

[more restoration news](#)

To report power outages, call 1.888.313.4747. In case of emergency, please dial 9-1-1.

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## Call Center and Interactive Voice Response System Changes

- Provided additional training to Contact Center Representatives that will help the field know more about the customer's specific situation, as well as help with setting more realistic customer expectations
- Greater access to live agents during major storms or extended outages (day 2 or more)
- Modified Interactive Voice Response System to enable a standard storm message for all callers and improved redirect performance with Twenty First Century Corporation to reduce call delivery issues during major events
- Send outbound messages with updates on restoration efforts



## Additional Changes Implemented this year

- Provide regional specific estimated time of restoration as quickly as damage evaluation can be performed and information assimilated
- Where available, using Smart Meter information to determine valid outage locations
- Providing customer magnets with their ESId and outage reporting information along with energy efficiency information at Ask Oncor events

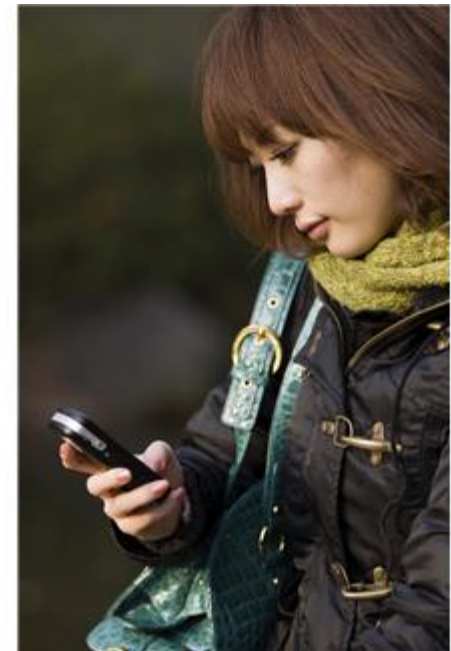


# Storm Communication Improvements



## Next Steps

- Customer Focus Groups to review Interactive Voice Response System and identify improvements, such as clearer instructions, multiple calls from same customer route to live agent, provide updates while waiting for an agent
- Text Pilot by year end for friends and family to report outage, receive text confirmation with estimated time of restoration and restoration complete messages
- Proactively solicit additional phone numbers for customer's account to telephone matches and ease of reporting
- Implement automated outbound message capability to verify power restoration and provide for automated outage ticket creation if power is not restored





# Questions?