



Duke Energy Corporation

General Load Reduction/Capacity Shortage and System Restoration Plan for Duke Energy North Carolina and South Carolina

GLR/SL Corp Comm Plan

OFFICIAL COPY

Feb 09 2023

General Load Reduction/Capacity Shortage Communications Plan (GLR/SR)

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DUKE ENERGY CAROLINAS

General Load Reduction/Capacity Shortage and System Restoration Communications Plan & Corporate Communications Responsibilities

Overview

The purpose of this plan is to provide guidance for Corporate Communications in implementing the General Load Reduction/Capacity Shortage and System Restoration communications plan (GLR/SR). Corporate Communications will implement this plan when customer demand and regulatory obligations exceeds Duke Energy's ability to provide service through company generation, wholesale purchases and demand side management programs. Duke Energy may pursue one of several options to balance supply and demand. These are used in extreme cases to achieve system stability. These actions require communications to the public and key internal and external stakeholder groups. In such an event, Corporate Communications will lead all communication efforts, following the basic guidelines per the General Load Reduction/Capacity Shortage and System Restoration Plan.

Goals

Provide timely and accurate information to the general public and Duke Energy customers using a variety of mass and direct-to-customer communications channels to maintain trust, confidence and understanding of what's occurring, why it's occurring and what to expect before, during and after a General Load Reduction / Capacity Shortage event.

Objectives

- Maintain customer trust during a General Load Reduction/Capacity Shortage event as measured by Duke Energy's quarterly Rep Track study.
- Increase public / customer awareness of an event and any necessary actions as measured by media coverage, social media engagement, direct-to-customer email open rates, unique website visits, customer call volume, outage reporting and the Customer Experience monthly monitor.

Considerations

- Outages that occur due to system / equipment failures
- Forced power outages resulting from insufficient generation
- Transmission constraints
- Outages can lead to significant impacts to the communities we serve, including loss of power to critical infrastructure, e.g., public safety, emergency response agencies, schools, streetlights, traffic signals and others
- Loss of productivity/revenue for large and small businesses
- Increased media scrutiny of business decisions/processes
- Loss of trust/credibility with investors, regulators, customers and other key stakeholders
- Social media being used to express frustration and dissatisfaction

Audiences

External:

- Residential & Small/ Medium Business Customers/ Assigned Account Customers
- Wholesale businesses/municipalities
- North Carolina Utilities Commission / Public Staff
- South Carolina Public Service Commission / Office of Regulatory Staff
- South Carolina Joint Owners
- State and local emergency managers
- Key federal, state and local elected officials
- Investors
- Duke Energy Alumni

Internal:

- Executive Leadership Team (ELT)
- Senior Management Committee (SMC)
- Employees
- Investor Relations
- Incident Support Team (IST)
- Crisis Management Team (CMT)
- Government Affairs
- State Presidents' offices
- District/Community Relations Managers
- Transmission System Operations (TSO)
- Large Account Management (LAM)
- Economic Development
- Small and Medium Business (SMB)
- Wholesale Account Management

The Plan

Corporate Communications will implement its GLR/SR communications plan as needed to ensure internal and external stakeholders have sufficient information about the event. This plan addresses staffing needs, possible Joint Information System/Center activation and message templates, tools and tactics needed to respond to a general load reduction/system restoration event.

Strategy

We will use a variety of mass and direct-to-customer communications channels to deliver timely, accurate information to our identified audiences, prioritizing mass channels to lead the narrative while supplementing with direct-to-customer channels. For community officials, including local emergency managers, we'll leverage established relations (e.g., community relations managers) to provide updates via email or phone calls.

Corporate Communications' Action Steps

Generation Grid Status Green - (temps. are extreme)

- No action required; respond to media/other inquiries about grid status and provide EE tips

Grid Status Yellow

- No action required, but awareness is heightened; continue to respond to media / other inquiries about grid status and provide EE tips

Grid Status Yellow "Hands Off" – (operating reserves less than the requirement)

- Jurisdictional Public Information Officer will engage with Transmission / Energy Control Center leads for situational awareness.
- Grid Alert icon placed on employee Portal with link to Transmission Portal for awareness message
- Regulators notified

Consider these additional actions:

- Proactive communications on energy efficiency tips to help customers reduce their energy usage and costs
- Internal conservation plea may be issued
- Request for facilities to reduce lighting and heating/cooling system usage across jurisdiction

Grid Status Orange – (capacity shortage/all available resources are committed)

- Execute all tactics listed for "consideration" in the "Grid Status Yellow "Hands Off" classification if they have not already occurred.
- Issue an initial notification for appropriate business leaders and external facing groups by using the existing Customer Delivery Incident Command Structure liaison distribution list (i.e., Carolinas ICS Liaison).
- Implement communications call with external-facing communicators / liaisons to discuss messages and identify issues
- PREPARE news release, social media messaging and direct-to-customer email to request energy conservation to avoid forced power outages; explain what to expect if forced power outages are required to stabilize the system. NOTE: The Chief Transmission Officer or designee will provide guidance on when to distribute conservation messaging.

Consider these additional actions:

- Activate the Joint Information System / Center
- Consider the need for digital/web presence
- Consider outreach to large account customers who do not participate in load management programs to request voluntary conservation (e.g., school systems delay openings)

Grid Status Red – (implementing load management procedures; this level may include voltage reductions)

- Execute all tactics listed for “consideration” in the “Orange Grid Status” classification, if they have not already occurred.
- Execute CONSERVATION communications (news release, customer email, gated social, etc.) NOTE: If direct-to-customer communications are executed, public (mass) messaging is required.
- Activate www.dukeenergyupdates.com
- Activate the Joint Information System / Center; Corp. Comm may staff the Energy Control Center
- Prepare news release, social media messaging and direct-to-customer email to announce load shedding and request continued conservation. NOTE: The Chief Transmission Officer or designee will provide guidance on when to distribute conservation messaging.

Consider these additional actions:

- Public Service Announcements or other emergency radio advertising
- Supplemental communications to support what to expect during a period of forced power outages

Grid Status Purple - (Manual Load Reduction/Emergency Action)

- Execute all tactics listed for “consideration” in the “Red Status” grid classification, if they have not already occurred.
- Execute *LOAD SHEDDING communications:
 - Media Advisory / News Release
 - Public Service Announcements (Radio / TV)
 - Proactive Social Media Posts
 - Web Site Banners
 - Upfront IVR Messaging
 - Outreach to state/ local emergency management organizations (through CRM / Liaison organization)

*Load shedding is an instantaneous action leaving little to no time for prior community notification. Therefore, the objective of public communications is to increase community awareness of what’s occurring, why and what to expect until grid conditions are returned to normal, using communications channels that reach mass audiences.

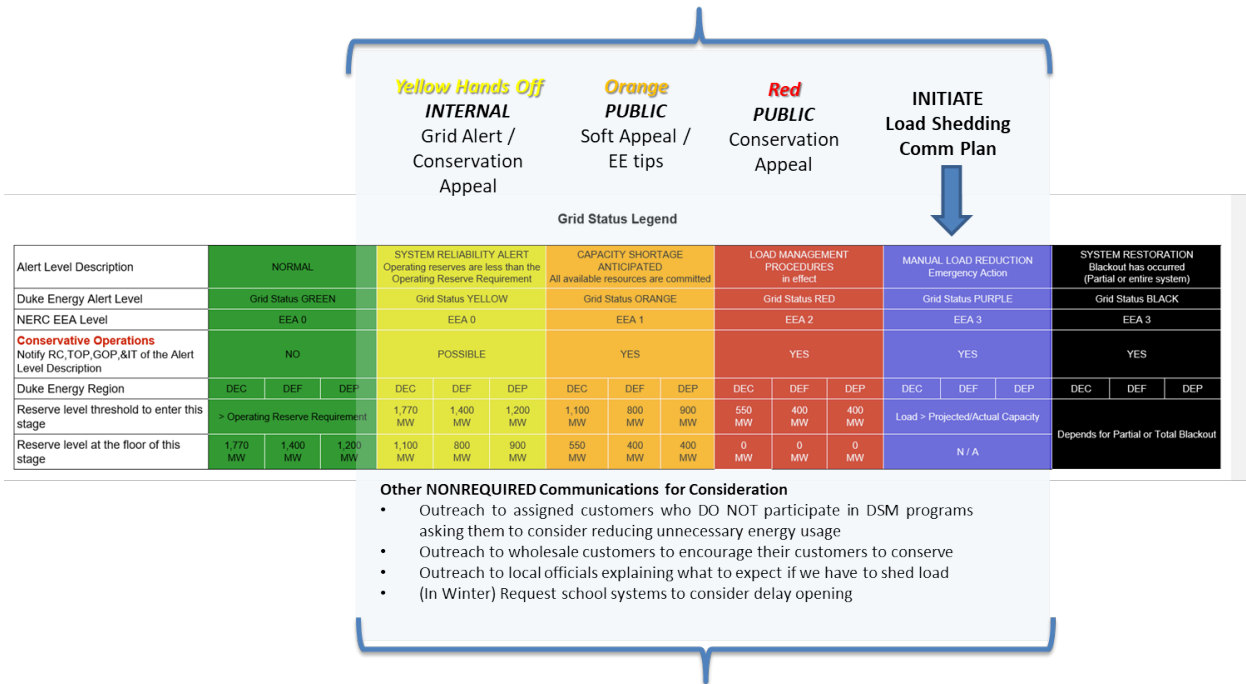
Grid Status Black - (System Restoration)

- Complete or partial system shutdown; all communications channels fully saturated with updated information.

Corp Comm Support of General Load Reduction Plan

Corp. Comm. Support of General Load Reduction Plan

REQUIRED COMMUNICATIONS



Grid Status Levels, Corporate Communications Support

1. Upon notification of implementation of any phase of the load-reduction plan from the vice president of Transmission System Operations or designee or through the "tailgate" process, Corporate Communications will notify the designated Public Information Officer or designee, who will convene a brief meeting with appropriate communications staff and review Duke Energy Carolinas' load reduction/capacity shortage plan.
2. Using information provided by VP Transmission System Operations or designee, the PIO or designee will prepare and issue appropriate public information and messages to news media as needed.
3. The PIO or designee will electronically distribute copies of all public information and messaging and radio spots to appropriate business leaders and external facing groups using the established Carolinas ICS Liaison distribution lists.
4. As any phase of the load-reduction plan is implemented, Corporate Communications may issue an employee notification requesting energy conservation, using information contained in the corresponding public information and messages. This action generally occurs at Grid Status = Yellow Hands Off.

5. As directed by the Corporate Communications GLR/SR Communications Plan, the designated PIO will coordinate with Advertising, Brand, and Creative Communications (ABC) to ensure radio stations air appropriate radio advertisements at intervals. Corporate Communications will consider opening the Joint Information Center (JIC).
6. As designated in the Corporate Communications GLR/SR Communications Plan, the PIO will issue public messages in the affected service area(s) to notify them of the emergency and Duke Energy's response. Corporate Communications staff will support media interviews as needed. Key messages may include the reason for the action, description of the desired customer response and expected duration of the action. In addition to traditional methods, Corporate Communications will implement its social media emergency response plan as appropriate to support communication efforts.
7. At the termination of the load reduction plan, the designated PIO will issue public information to the media if public appeals were made, and a Load Reduction Alert termination notice to employees as needed.
8. Corporate Communications will manage media distribution lists to ensure quick response when distributing public information, radio advertisements or other communications.
9. Corporate Communications will engage the Customer Care & Experience Team to provide approved messages to customers via appropriate direct-to-customer communications channels.

Tactics

- Email notifications for ELT and key internal leaders
- Talking points for external facing employees and the Customer Service Center and Customer Experience
- News releases (Media Advisories / Meteorologist)
- Social media postings
- Portal / Grid Alert postings
- Email to employees
- Radio advertising during events
- Radio/print advertising post event
- Medical alert and critical care customer outreach – have to go to all Carolinas customers
- Conference calls for planning and updates with key internal stakeholders
- Web posting/dedicated web page (i.e., dukeenergyupdates.com)
- Integration with offsite/support agencies that may include conference calls with key stakeholders like emergency managers

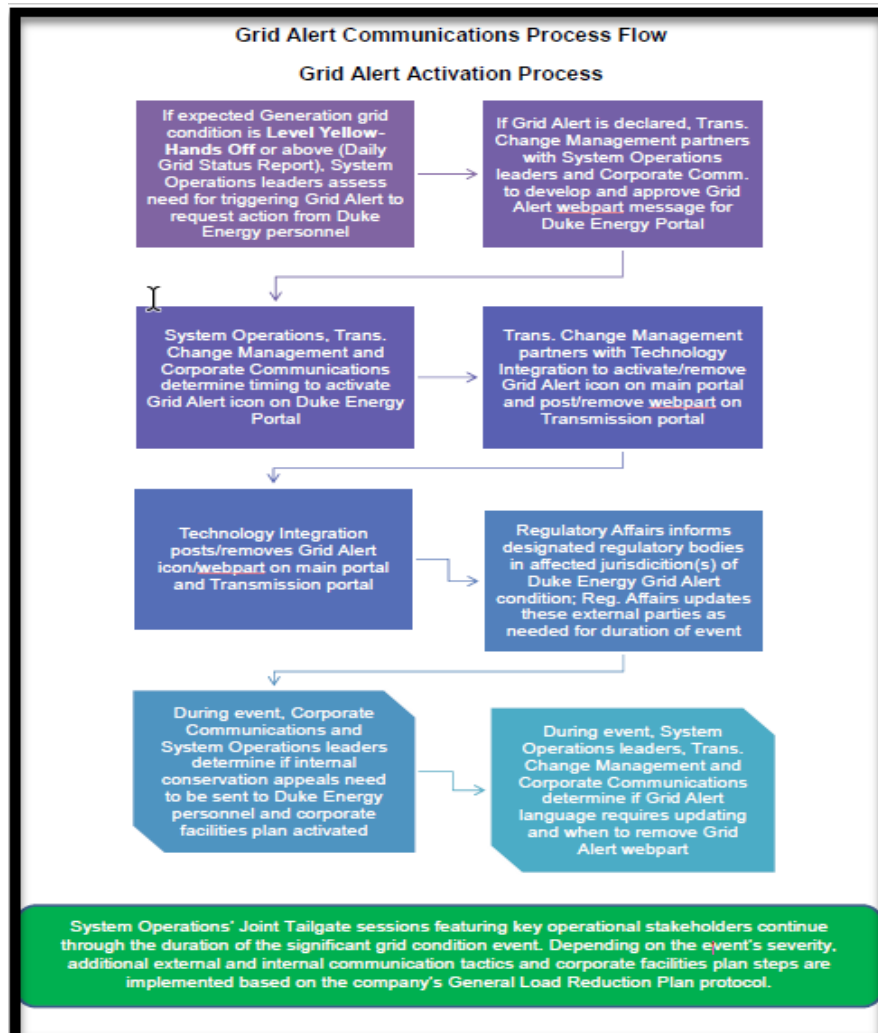
Appendices

Grid Alert (generally initiated by Transmission Change Management/reviewed by Corp Comm PIO)

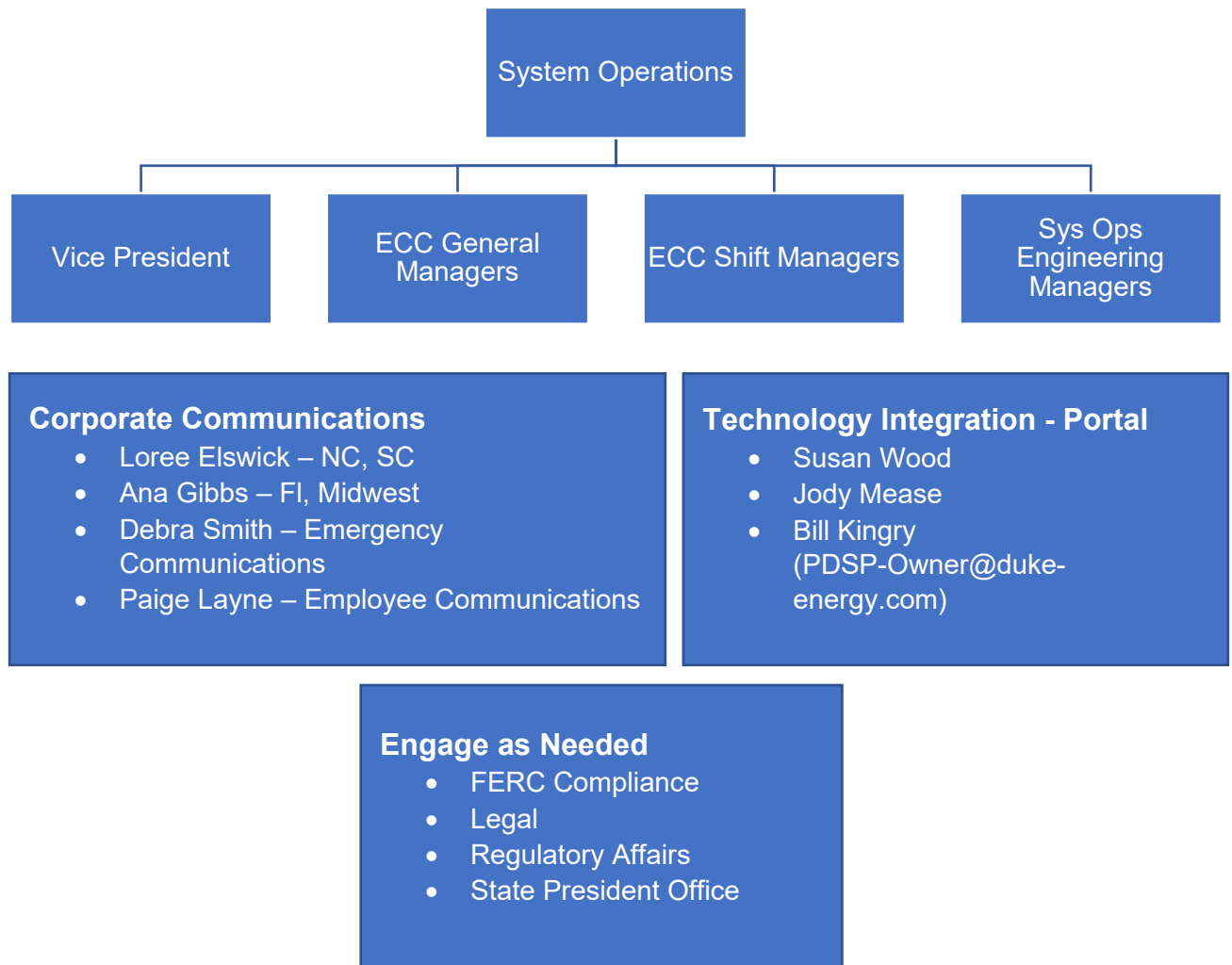
- Contact Digital Team/Portal to activate the grid icon with a link to the desired page (transmission or delivery ops) landing page. If information must be posted urgently, send a note to “Digital Media Emergency Response” for immediate action.



Grid Alert Communications Process Flow



Note: This chart is subject to change. Check the appropriate organizational chart before use.



Internal Conservation Plea Sample

From: Duke Energy FYI@duke-energy.com

Sent: Tuesday, November 03, 2015 11:46 AM

To: Duke Energy FYI@duke-energy.com

Subject: Duke Energy Duke Energy Carolinas Remains in Grid Alert -- Please continue to conserve energy!

To: All Duke Energy Carolinas- Employees and Contingent Workers

Duke Energy Duke Energy Carolinas- remains in **grid alert** status today due to warmer than expected temperatures, several generation units off line for maintenance outages and customer demand remaining higher than expected. System operators will declare a System Reliability Alert today for Duke Energy Carolinas from noon until 8 p.m. Although we have enough power to meet our customers' energy needs, our reserve margin is lower than desired. To help meet the needs of our customers – and to complement customer demand response programs – we're asking employees and contingent workers to assist in reducing energy use through the end of the workday.

Here's what you can do at work:

- Please turn off lights in any rooms that are not occupied.
- Turn off your computer equipment when you leave work, or if you are away from your desk for a few hours.
- Unplug your cellphone and laptop charger if they are not in use. These devices use energy all the time.
- Do not adjust any thermostats. Building management will make those adjustments as necessary.

Tips for the home to use:

- Select the highest comfortable thermostat setting.
- Postpone laundry and dish washing.
- Use ceiling fans if possible and close drapes and blinds.

Duke Energy facilities will also implement conservation measures, and office temperatures may be a few degrees warmer than normal.

Thank you for your support.

Power Outages (Related to over work equipment)

The low temperatures will also put higher stress on mechanical equipment used to generate and deliver electricity. Isolated equipment problems are possible, which could result in unplanned scattered outages.

Customers who experience power outages should call Duke Energy's automated outage-reporting systems for their respective utility:

- Duke Energy Carolinas: 1-800-POWERON (1-800-769-3766)
- Duke Energy Progress: 1-800-419-6356
- Customers may also report an outage or view current outages online at www.duke-energy.com/storms. Updates will also be provided on Twitter at www.twitter.com/DukeEnergy and www.facebook.com/DukeEnergy.

Load Shed (Sample Messages)

General/Green

We are prepared.

- This week, we expect to see the highest temperatures so far this year in much of our service area.
- We have adequate power generation to meet our customers' needs this week, despite the high temperatures.
 - We are operating all available generation units and our power plants are performing well.
- Duke Energy has a detailed plan to manage the power grid in extreme conditions. We will be working that plan, as needed, this week to reliably meet the energy needs of our customers.
 - We use historical data, real-time analysis and predictive modeling, as well as years of operational experience, to ensure the grid can reliably meet customer energy needs in the most challenging conditions.
 - We regularly test the system against a variety of possible grid scenarios, and incorporate best practices and lessons learned as a company and from peer utilities to continually improve the service we provide.
- We have a team of meteorologists who track weather conditions and system operators who monitor the electric power system 24/7 to help ensure we have an adequate supply of electricity to meet customer demand.
- When temperatures are extreme, we rely on our diverse energy mix to serve customers.
 - This diversity helps to better insulate the utility from disruptions to a single fuel source or the loss of a single power plant.
 - Solar, wind and energy storage are an essential part of our plans for a cleaner energy future, but we also rely on nuclear power, natural gas, coal and hydro generation to provide reliable energy when customer demand for electricity is at its highest.
- We can also purchase additional electricity from other utilities outside of the region, if needed, and can use voluntary demand response programs to maximize available power available for customers.
- Our regulated energy model also requires us to meet reliability standards through comprehensive long-term planning and adequate power reserves to meet demand for electricity in extreme conditions.

Building A More Resilient Grid

- We are strengthening the grid to make it more resistant to outages and equipment failures during extreme weather. We are also improving the resiliency of the grid – the ability to restore service quickly when outages occur – and adding smart technologies to avoid power outages and restore service faster.

Yellow

- Temperatures in the Carolinas through Friday, XXX, are forecasted to be XX – XX degrees below/above normal. With the extremely cold/hot temperatures, we are expecting to see higher than normal energy demand on the system.
- While we do not currently anticipate problems meeting the electrical needs of our customers, Duke Energy is prepared to respond to any system issues, customer outages or equipment problems that may occur.

Customers can save money on their bill (soft appeal)

- High temperatures often mean increased energy use and increases to your monthly bill. But you can save money when the thermostat climbs with these energy-saving tips:
 - Set your thermostat to the highest comfortable setting. Every degree you increase your thermostat on hot days will generate savings on your bill.
 - Use a ceiling fan to provide additional comfort without having to run the A/C as much. A ceiling fan can make the room feel several degrees cooler and uses much less energy than an air conditioning unit.
 - Keep blinds closed on the sunny side of the house, to keep hot air outside and cooler air inside.
 - Make sure your air filter is clean and your air intake vents are not blocked. A dirty air filter and restricted airflow make your A/C unit work harder, increasing cooling costs and potentially shortening the life of your unit.
 - Avoid prolonged use of your electric range/oven (big energy user AND heats up the house making the AC work harder). Consider using your microwave to cook or grill out to maximize savings.

Yellow Hands-Off

- This week, we expect to see the highest temperatures so far this year in much of our service area.
- We have adequate power generation to meet our customers' needs this week, despite the high temperatures.
 - We are operating all available generation units and our power plants are performing well.

Customers can save money on their bill (soft appeal)

- High temperatures often mean increased energy use and increases to your monthly bill. But you can save money when the thermostat climbs with these energy-saving tips:
 - Set your thermostat to the highest comfortable setting. Every degree you increase your thermostat on hot days will generate savings on your bill.
 - Use a ceiling fan to provide additional comfort without having to run the A/C as much. A ceiling fan can make the room feel several degrees cooler and uses much less energy than an air conditioning unit.
 - Keep blinds closed on the sunny side of the house, to keep hot air outside and cooler air inside.

- Make sure your air filter is clean and your air intake vents are not blocked. A dirty air filter and restricted airflow make your A/C unit work harder, increasing cooling costs and potentially shortening the life of your unit.
- Avoid prolonged use of your electric range/oven (big energy user AND heats up the house making the AC work harder). Consider using your microwave to cook or grill out to maximize savings.

Orange

Customers can save money on their bill (soft appeal)

- High temperatures often mean increased energy use and increases to your monthly bill. But you can save money when the thermostat climbs with these energy-saving tips:
 - Set your thermostat to the highest comfortable setting. Every degree you increase your thermostat on hot days will generate savings on your bill.
 - Use a ceiling fan to provide additional comfort without having to run the A/C as much. A ceiling fan can make the room feel several degrees cooler and uses much less energy than an air conditioning unit.
 - Keep blinds closed on the sunny side of the house, to keep hot air outside and cooler air inside.
 - Make sure your air filter is clean and your air intake vents are not blocked. A dirty air filter and restricted airflow make your A/C unit work harder, increasing cooling costs and potentially shortening the life of your unit.
 - Avoid prolonged use of your electric range / oven (big energy user AND heats up the house making the AC work harder). Consider using your microwave to cook or grill out to maximize savings.
- If necessary and conditions change, we may need to initiate forced power reductions that would result in rotating or sustained power outages across the grid.
- In the unlikely event power reductions are needed, customers could experience rotating or sustained power outages as our operators work to lessen the demand on our system.

Red

Hard Appeal

- To help lessen the energy demand on the power grid the next 24-hours, Duke Energy is requesting customers to reduce their energy use and reduce the potential of isolated power outages.

Customers should reduce energy use (hard appeal – USE ONLY WHEN DIRECTED)

- To help lessen the energy demand on the power grid the next 24-hours, Duke Energy is requesting customers to reduce their energy use and reduce the potential of isolated power outages:
 - Raise your thermostat to the highest comfortable setting.
 - Turn off unnecessary lighting.

- Postpone laundry until early morning or late in the evening
- Avoid prolonged use of your electric range / oven (big energy user AND heats up the house making the AC work harder)
- Turn off televisions, computers, and other electronic equipment when not in use.



Purple (Load Shed)

NOTE ON ROTATING OUTAGES: Per DCC

DEP: DCC will rotate feeder outages in 30-minute intervals across the system until the threat has subsided. The rotations would continue unless the reduction need made it futile. There is no set MW need that would dictate the need to drop feeders. It would be based on the situation.

DEC: There are two reduction plans:

- If load reduction needed is less than 2,275 MW, then we will rotate feeder outages every 30 minutes.
- If load reduction needed is greater than 2,275 MW, then we would not rotate feeders. We would drop the feeders based on the feeder priority designated by CD Distribution Planners.

Temporary power interruptions (feeder rotational blackouts – USE WHEN DIRECTED)

- Due to extreme conditions and demand for electricity on the electric system, we are currently taking emergency steps to manage customer electric use.
 - We are conducting emergency temporary interruptions of service to customers to extend available power generation and help maintain operations until additional power is available.
 - These outages are temporary and rotated among customers and will continue until additional electricity is available and normal operation of the power grid resumes.



Links to assets: [Final - All Documents \(duke-energy.com\)](#)

Support of Load Shedding

Corp. Comm. Support of Load Shedding

PUBLIC
Notification of
rolling power
outages

Grid Status Legend																		
Alert Level Description	NORMAL			SYSTEM RELIABILITY ALERT Operating reserves are less than the Operating Reserve Requirement			CAPACITY SHORTAGE ANTICIPATED All available resources are committed			LOAD MANAGEMENT PROCEDURES in effect			MANUAL LOAD REDUCTION Emergency Action			SYSTEM RESTORATION Blackout has occurred (Partial or entire system)		
Duke Energy Alert Level	Grid Status GREEN			Grid Status YELLOW			Grid Status ORANGE			Grid Status RED			Grid Status PURPLE			Grid Status BLACK		
NERC EEA Level	EEA 0			EEA 0			EEA 1			EEA 2			EEA 3			EEA 3		
Conservative Operations Notify RC, TOP, GOP, & IT of the Alert Level Description	NO			POSSIBLE			YES			YES			YES			YES		
Duke Energy Region	DEC	DEF	DEP	DEC	DEF	DEP	DEC	DEF	DEP	DEC	DEF	DEP	DEC	DEF	DEP	DEC	DEF	DEP
Reserve level threshold to enter this stage	> Operating Reserve Requirement			1,770 MW	1,400 MW	1,200 MW	1,100 MW	800 MW	900 MW	550 MW	400 MW	400 MW	Load > Projected/Actual Capacity			Depends for Partial or Total Blackout		
Reserve level at the floor of this stage	1,770 MW	1,400 MW	1,200 MW	1,100 MW	800 MW	900 MW	550 MW	400 MW	400 MW	0 MW	0 MW	0 MW	N / A					

Communication Plan

*Load shedding in an instantaneous action leaving little to no time for prior community notification. Therefore, the objective of public communications is to **increase community awareness** of what's occurring, why and what to expect until grid conditions are returned to normal, **using communication channels that reach mass audiences**. The plan includes the following tactics:*

- Media Advisory / News Release
- Public Service Announcements (Radio / TV)
- Proactive Social Media Posts
- Web Site Banners
- Upfront IVR Messaging
- Outreach to state/ local emergency management organizations (through CRM / Liaison organization)

Glossary and Commonly Used Terminology

Tailgate Team – Team made up of representatives from the departments and groups that have a business need to know in advance of system conditions that would warrant actions and/or communications. Examples of representatives: Customer Service Center (for potential calls from customers), Transmission and Distribution Construction and Maintenance (for needed equipment settings or changes and preventative measures), Large Account Managers (for questions from our business and industrial customers on delivery of service or demand side management), Corporate Communications (for communications with the community, customer relations managers, employees, media, etc.).

The Tailgate Team is notified each time a potential emergent or constrained situation exists. A team meeting/call is held, the situation is described and options for mitigation are explored. Actions are assigned to each group. The team continues to meet until the situation is passed.

Residential Load Control – Residential voluntary programs where participating residential customers are paid to allow Duke Energy to interrupt service to air conditioners. In DEC, this program is called Power Manager. Customer credits for air conditioning are paid during the four summer months. This program can be implemented directly from within the control centers and does not require any advanced notification.

Standby Generation (SG) – Generation sources owned by business and industries (for emergency business use) that are available for Duke Energy to call upon when the DEC system experiences capacity shortages. The generators are located on the customer side of the meter and replace power that would be supplied normally from Duke Energy. When needed, customers are asked to start their generators and shift load to them. Customers receive billing credits for doing so. Customers receive credits for replacement fuel costs and larger generators can also receive a capacity credit. All SG customers get a cents/kwh credit based on the kwh generated when requested.

Interruptible Service (IS) – A voluntary program for large business and industrial customers where they are paid monthly for participation. Credits are based on the average amount of load available for interruption during peak hours. If needed, customers must reduce load within 30 minutes. Duke Energy works to keep these business and industrial customers notified of potential capacity shortages so they can make plans – i.e., cancel or delay shifts. Customers in this program can opt not to participate but would incur significant penalties for doing so. This is a legacy program, and no customers are being added to the program now.

PowerShare – Similar to the legacy IS program, PowerShare is a voluntary program for large business and industrial customers where, if called upon, customers must reduce load within 30 minutes. Customers are paid a capacity credit and a curtailed energy credit for participation. This program comes in a mandatory variety in which a non-compliance penalty is assessed for non-participation and a voluntary variety in which no penalty is assessed for non-performance.

Voluntary Conservation – There are three options, one for employees and the company and two for customers.

- Employees and company facilities are asked to conserve. The notification is by email to employees and the facilities group at each location. Facilities will take actions such as dimming lights in hallways, adjusting thermostats, turning off equipment in unused areas,

etc. Duke Energy also has a few standby generators that can be activated. No actual load shedding of auxiliary power at our plant locations is requested.

- Customer energy efficiency tips are provided through the news media and social media to encourage the reduction of energy consumption without a formal request for conservation.
- Customer Appeals for conservation are made through media calls, media releases and social media from Duke Energy to more directly request reductions in energy consumption. This request will only be made if Duke Energy expects to face a significant capacity shortage situation.

Voltage Reduction – Method of providing load relief during anticipated capacity shortages. It is implemented through voltage reductions on distribution circuits. This plan calls for the voltage control setting of tap changing under load (TCUL) transformers and voltage regulators in distribution substations to be reduced by as much as 5%.

Templates

New Release

24-Hour: 800.559.3853

Date

Duke Energy initiates rotating power outages as heat wave generates extremely high demand

- Extreme weather conditions prompting need for rotating power outages
- Actions necessary to ensure stability of transmission and distribution systems
- Customers asked to reduce energy usage until electric system stabilizes

CITY, STATE – Duke Energy today initiated rotating power outages affecting its North Carolina and South Carolina customers. This action was taken to ensure the electric transmission and distribution systems remained stable as a lingering heat wave and resulting heavy air-conditioning use drove customer demand to extremely high levels.

The company began these rotating power outages at XX p.m. to reduce customer demand to stabilize and protect the integrity of the transmission grid in the Duke Energy service area and the surrounding region after XXXX [unit shutdown; equipment malfunctioned, etc.]

In order to protect the transmission and distribution system, some customers will experience power outages lasting approximately 20 minutes; additional outages could occur each hour until customer demand decreases and the company can return the system to normal operation.

Residential and some non-residential services such as traffic lights and small businesses may be affected. Essential services, such as hospitals and water treatment facilities, are generally excluded, and should continue to operate without any interruptions.

“We greatly appreciate our customers’ patience and understanding as we address the effects of this unusual, [DESCRIBE WEATHER EVENT],” said EXECUTIVE NAME, TITLE. “We are asking customers to please consider reducing their energy usage for the next several hours, which will help stabilize the system.”

Recommended Actions

- Turn off unnecessary lighting
- Postpone using clothes dryers and electric ranges /ovens
- Set the thermostat to a higher setting, which will reduce air conditioning use

For the latest updates, follow Duke Energy on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

Conserve energy today – (soft appeal)

Summer weather has arrived in the Carolinas this week and is increasing demand on our system. To help reduce demand, we are asking our teammates in the Carolinas to assist by reducing their energy use.

Here's how you can help:

- Consider changing or cleaning your air filters. A dirty air filter makes an HVAC system work harder, which uses more energy.
- Set your thermostat at the highest comfortable setting. The smaller the difference between the inside and outside temperatures, the lower your energy usage and bill will be.
- If you're a Duke Energy residential customer, consider enrolling in one of our Duke Energy Carolinas [Power Manager®](#) or Duke Energy Progress [Energy Wise Home®](#) program options to help reduce energy use during times of peak energy demand. Customers may participate in one of the following options:
 - Smart Thermostat – available to customers with a qualifying internet connected thermostat controlling a ducted all-electric HVAC system (think register vents in the floor or ceiling). Upon enrollment, participants receive a one-time \$75 e-gift card and a \$25 e-gift card each year they remain on the program.
 - Load Control Device – available to customers with a qualifying central AC system. Participants enrolled in this option receive credits on their bill (timing and amounts vary by jurisdiction).
- Avoid using your washer/dryer and dishwasher during the high demand hours of 6:00 to 9:00 p.m. in the summer and 6:00 to 9:00 a.m. in the winter. The most energy-efficient times to run these appliances are in the afternoon and overnight. Check to see if your appliances have a delay or scheduling function to help target these time frames.
- Close blinds, drapes and curtains during the hottest part of the day. Keeping your blinds, drapes and curtains closed will help prevent the sun's rays from heating your house.
- Use a ceiling fan in occupied rooms to supplement your air conditioning. Make sure the fans are set to operate in a counterclockwise direction to circulate cool air in living spaces (hot air rises while cool air falls naturally). Only use ceiling fans in rooms that are occupied; fans cool people, not things.
- Grill outdoors. Using your electric oven and stovetop creates a lot of indoor heat. Help save energy by firing up the grill outdoors or prepare meals that don't require cooking.
- Turn off any unnecessary appliances and lights, which add to your electricity demand.

Find more tips at duke-energy.com/Summer

Residential Email

Electric power service may be interrupted to some customers in the Duke Energy service area to ensure stability of the electric system as the heat wave generates extremely high demand. Some customers may experience less than 30-minute outages this afternoon and early evening. We apologize for any inconvenience this may cause as we work to respond to this rare emergency condition.

PLEASE DO NOT REPORT THESE BRIEF POWER OUTAGES.

While extremely rare these actions are required to protect the integrity and reliability of the transmission system in the Carolinas and the surrounding region. When we are required interrupt power, it affects residential and small, non-residential services across the entire Duke Energy service area. Essential services such as hospitals and water treatment facilities are generally excluded and should continue to operate without any interruptions.

We appreciate our customers' patience and cooperation as we work to manage this rare electrical emergency.

Small Medium Business Email



Electric power service may be interrupted to some customers across the Duke Energy service area to ensure stability of the electric system as the heat wave generates extremely high demand. Some customers may experience periodic outages. We apologize for any inconvenience this may cause as we work to respond to this rare emergency condition.

PLEASE DO NOT REPORT THESE BRIEF POWER OUTAGES.

To help reduce energy use please see the tips below.

- Please turn off lights in any rooms that are not occupied.
- Turn off your computer equipment when you leave, or if you are away from your desk for a few hours.
- Unplug your cellphone and laptop chargers if they are not in use. These devices use energy all the time.

While extremely rare, this action is required to protect the integrity and reliability of the transmission system in the Carolinas and the surrounding region. When we are required to interrupt power, it affects residential and small, non-residential services across the entire Duke Energy service area. Essential services such as hospitals and water treatment facilities are generally excluded and should continue to operate without any interruptions.

Proactive Social Media Message

In response to the ongoing heat wave, we need to implement power outages to some of our customers across the Duke Energy Carolinas service area. These actions are necessary to stabilize and protect the electric system/grid. Affected customers will experience periodic outages. There's no need to report these brief outages. We appreciate your patience and understanding as we respond to these unusual circumstances.

Social Media Soft and Hard Plea

Soft plea

- Did you know unplugging chargers and bumping the thermostat down just a degree or two helps conserve energy? Click here for more tips on how to save energy and money this winter: www.duke-energy.com/home/savings/winter-heating-energy-savings

Hard plea

- During this week's cold snap, we're expecting high energy demand which can place stress on electrical equipment, leading to scattered outages. Reduce your thermostat to the lowest comfortable setting when home and bump it down a degree or two when leaving. A little bit of conservation will go a long way. www.duke-energy.com/home/savings/winter-heating-energy-savings

Load Shed Script IVR/Radio (if load shedding occurs)

Duke Energy has initiated forced power reductions across North Carolina and South Carolina due to extreme heat. We currently have _____ power outages in NC and _____ in SC. [INCLUDE IF AVAILABLE]

This action was necessary to protect the transmission grid in the Carolinas and the other states where our grid systems are connected.


These forced power reductions are scattered across the Carolinas. Forced power outages/reductions generally affect residential customers across the entire system. Essential services, such as hospitals, are excluded.

Customers who live on circuits affected by rotating outages will experience a brief power outage – about 30 minutes – and then power would be restored for about an hour. This process would continue until the power delivery system stabilizes.

Corporate Communication Process Flow Chart

Communications Plan

Corporate Communications



Process

Activity	Audience	Channel	Owner(s)	Timeline	Status or Notes
<ul style="list-style-type: none"> Pre-event planning 	<ul style="list-style-type: none"> TSO, CC, CXT, CRMs, director of large business customers, Regulatory Affairs, Governmental Affairs, Business Services, Customer Contact Service (Center), Wholesale Business Relations, Investor Relations, ECOC 	<ul style="list-style-type: none"> Conference call 	<ul style="list-style-type: none"> TSO – SOC/TCC director 	<ul style="list-style-type: none"> 12-24 hours prior to event As soon as possible in a fast breaking event 	<ul style="list-style-type: none"> Update on potential for event Review readiness of teams Staffing of facilities
<ul style="list-style-type: none"> Comm Comm / CXT Planning Meetings 	<ul style="list-style-type: none"> Corp Comm, CXT 	<ul style="list-style-type: none"> Conference call/meeting 	<ul style="list-style-type: none"> Loree Elswick Tammie McGee Debra Smith 	<ul style="list-style-type: none"> 12-24 hours prior to event 	<ul style="list-style-type: none"> Review procedure readiness Discuss need for additional staffing/JIC activation SOC/TCXT liaison Regional staff roles
<ul style="list-style-type: none"> Provide an Initial Emergency Notification email to key internal stakeholders 	<ul style="list-style-type: none"> DEALLEMERNOTIFICATION, TSO leadership, CXT, CRMs, director of large business customers, Regulatory Affairs, Governmental Affairs, Business Services, Customer Contact Service (Center), Wholesale Business Relations, Investor Relations, ECOC 	<ul style="list-style-type: none"> Email 	<ul style="list-style-type: none"> Loree Elswick Tammie McGee 	<ul style="list-style-type: none"> Within 2 hours of notification of an event 	<ul style="list-style-type: none"> Based on likelihood/severity of event
<ul style="list-style-type: none"> Develop messages for key external stakeholders and customers 	<ul style="list-style-type: none"> DMS, CXT, Large Business Customers, Regulatory Affairs, Governmental Affairs, Investor Relations 	<ul style="list-style-type: none"> Email 	<ul style="list-style-type: none"> CC/SOC/ TCC director 	<ul style="list-style-type: none"> Provide initial notification 12+ hours prior to event if possible Evaluate need for updates throughout the event Provide close out messages at end of event 	<ul style="list-style-type: none"> Message templates available and held until needed Include information on use of load reduction tools, potential for outages/black outs, cause, other issues

Duke Energy Communications Plan

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<ul style="list-style-type: none"> • Develop and disseminate public information messages 	<ul style="list-style-type: none"> • News media, public, customers, regulators, investors, state and local government and other external stakeholders • Staff with external facing responsibilities 	<ul style="list-style-type: none"> • Email media lists • Post to social media channels • Provide interviews with media • Post messages to duke-energy.com 	<ul style="list-style-type: none"> • CC/SOC/ • TCC director 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Evaluate need for call for voluntary conservation • Post news releases to PR News Wire, the external website,
<ul style="list-style-type: none"> • Monitoring and engage social media 	<ul style="list-style-type: none"> • Duke Energy properties followers • Customers • Media 	<ul style="list-style-type: none"> • Social media channels • Review of national and local news stations 	<ul style="list-style-type: none"> • CC 	<ul style="list-style-type: none"> • Following initial public notification 	<ul style="list-style-type: none"> • Follow the Social Media Emergency Plan to ensure tracking of public opinion and engage per the plan
<ul style="list-style-type: none"> • Provide messaging for life support/medical alert customers 	<ul style="list-style-type: none"> • CXT/CSC staff/SMB • Special needs, critical care facility, medical alert customers, special needs and critical facilities 	<ul style="list-style-type: none"> • Email 	<ul style="list-style-type: none"> • CC/SOC/ • TCC director 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

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Grid Alert Definitions

Appendix B – Grid Alert Definition Chart GLR/P Communications Plan

Duke Energy {P/C/F/MW} Grid Status Level	Definition	Grid Alert Description
Green (Not Posted)	Normal: No action required	Normal: No action required
Yellow System Reliability Alert	Operating Reserves are less than Operating Reserve Requirements - (No action is required, but awareness is heightened)	Duke Energy Carolinas, Florida, Midwest, and Progress Operating Reserves are marginally adequate: or System Conditions warrant operational caution to ensure generation resources are available
Yellow Hands Off	No action is required, but the system is operating with reserve power or less power than required, so Generation and other operations are encouraged to consider postponing	Duke Energy Carolinas, Florida, Midwest, and Progress Operating Reserves are marginally adequate: or System Conditions warrant operational caution to ensure generation resources are available
Orange	There is electricity capacity shortage and all available generation resources are committed	Energy Efficiency Programs are in use to maintain adequate Operating Reserves for Duke Energy Carolinas, Florida, Midwest, and Progress
Red	Voltage reductions are required; load management procedures implemented, and public appeals made for load reductions	Duke Energy Carolinas, Florida, Midwest, and Progress Operating Reserves are or are forecast to be very limited. Duke Energy is maintaining reserves by all measures, but not shedding Firm Load
Purple	Rotating power outages are expected, and public notification required	Duke Energy Carolinas, Florida, Midwest, and Progress is or is forecasted to be exercising rolling blackouts to maintain system stability and reliable power system operation
Black	System Restoration – Partial/Full system shutdown, blackout has occurred	Duke Energy Carolinas, Florida, Midwest, and Progress has experienced a full or partial system shutdown. Restoration efforts are underway