



Operation: Storm Ready

***Prepare for the worst,
but hope for the best –***

the motto that guides Entergy's plan of continuous preparation, training and action called Operation: Storm Ready.



Year-round Planning:

- We plan restoration efforts months before the first sign of foul weather.
- We follow a detailed, rehearsed plan that has worked well for us.
- We monitor weather threats 24/7, 365 days a year.
- We prioritize critical sites with local officials before the storm.
- We conduct annual storm drills and lessons learned following every event.

Restoration Time:

- Weather forecasts, models and knowledge help us predict an estimated number and duration of outages.
- We strive to give an estimate of how long it will take to restore a majority (90 percent) of our customers 48-72 hours before landfall.
- Restoration estimates will be revised as more concrete information about the actual storm becomes known.



Restoration Process:

- Safety is our top priority for our workers and customers.
- In the first three days following a storm, we work on:
 - Assessing damage to deploy the right personnel with the right material.
 - Restoring minimally damaged power plants and large transmission lines.
 - Repairing substations and distribution lines that serve critical customers, like hospitals, police, water, drainage and communication networks.
- As the restoration continues, we work on:
 - Restoring areas with large numbers of customers including businesses and neighborhoods.
 - Restoring individual services, often the most time-consuming.
- Throughout, we supply the logistical needs, like food and shelter, of the restoration workforce.



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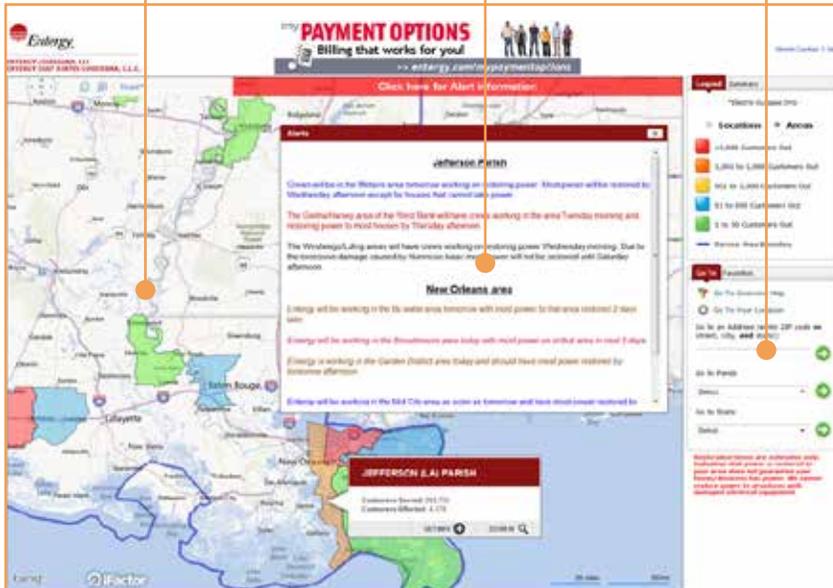
Keeping Customers Informed

We offer many options for our customers to stay informed about restoration progress.

- Customers can download the Entergy app for iPhone or Android at entergy.com/app/.
- **Entergystormcenter.com** is a one-stop shop for storm safety, preparation and restoration information.
- View Outages is our online Web outage system that provides outage and estimated restoration information.
 - Enter your address for information about your outage.
 - Alert message boxes provide additional restoration information.
 - We switch to an area view during major events that is easier for customers to see what's happening in their areas.



For phones and tablets.



- Text – Sign up to receive outage text alerts, or report an outage. Text REG to 368374.
- Phone – Storm and restoration information is delivered by phone to the customer's current telephone number on file, or by text for registered customers.
- Social media – Customers can follow us at [Twitter.com/entergy](https://twitter.com/entergy), [Facebook.com/entergy](https://facebook.com/entergy) and they can view images and videos on Entergy's Youtube channel and Flickr Photostreams.



flickr

- Local media provides updates through radio, television and newspapers.
- Customers can call us at 800-9OUTAGE (800-968-8243) for information or to report an outage.

REGISTER PHONE

ENTERGY ACCOUNT # (ENTER CFC CODE)

5-DIGIT ZIP CODE

NICKNAME (optional)

TEXT ALERTS

To sign up for text alerts, use your cellphone to text REG to 368374 or register through the app available at entergy.com/app/.

