

MARKET ADVISORY ACCOUNTABILITY COMMITTEE (MAAC) UPDATE TO CITIZENS BOARD OF GOVERNORS

SUMMARY OF MAAC MEETING HELD ON SEPTEMBER 27, 2016

Chairman Dave Newell facilitated the meeting.

Staff provided an Agent Services update. Specifically:

- Agency and agent counts have declined since year-end 2015.
- Overview of agent outreach activities including webinars and live education related agent certification. Partnered with FAIA for training and town hall meetings in the Florida Keys last week.

Christine Ashburn provided an update of the Call Citizens First initiative and provided samples of various items developed to assist policyholders.

Karen Holt and John Rollins provided an update on the 2017 rate filing.

Adam Marmelstein provided an overview of the 2016 depopulation results and trends, including plans to bring the enhanced depopulation process and Plan to the Depopulation Committee for consideration and support.

- 65,000 policies are projected for depopulation by the end of 2016.

Jay Adams provided an update on Citizens' response to Hurricane Hermine.

Steve Bitar shared that Citizens participated in Chief Financial Officer Jeff Atwater's Mock Insurance Village exercise in Tampa last week with Insurance Commissioner David Altmaier and other Tampa-based carriers.