

CITIZENS PROPERTY INSURANCE CORPORATION
SUMMARY MINUTES OF THE
CONSUMER SERVICES COMMITTEE MEETING
Thursday, December 1, 2016

The Consumer Services Committee of Citizens Property Insurance Corporation (Citizens) convened telephonically on Thursday, December 1, 2016 at 10:00 a.m. (Eastern Time).

The following members of the Consumer Services Committee were present telephonically:

Freddie Schinz, Chair
James Holton
Greg Rokeh
Phil Zelman

Steve Bitar
Christine Ashburn
Sha’Ron James
Bette Brown

The following were present telephonically:

Barry Gilway
Adam Marmelstein
Barbara Walker
Brian Weaver
Charles Broward
Sara Golding
Cindy Brunner
Jay Adams

Marsha Watson
John Rollins
Kelly Booten
Joe Martins
Lance Goodmond
Laura Andrews

Manda Marsico
Ray Norris

BONNIE: Good morning, and welcome to Citizens Consumer Services Committee meeting. Our meeting will convene at 10:00 a.m. If you are not speaking on today's call please press star 6 to mute your line. Do not place this call on hold. Again, press star 6 to mute your line and pound 6 to un-mute your line.

Thank you for identifying yourself prior to addressing our committee. Citizens' Board and committee meetings are recorded and transcribed Minutes are available at our website. We will convene momentarily.

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CHAIRMAN SCHINZ: Okay, good. Bonnie, do you think we can go ahead and have another roll call to see if we have got a quorum, please?

BONNIE: Yes, sir, I will be glad to. Chairman Schinz.

CHAIRMAN SCHINZ: Here.

BONNIE: Bette Brown. Jim Holton.

MR. HOLTON: Here.

BONNIE: Greg Rokeh.

MR. ROKEH: Here.

BONNIE: Phil Zelman.

MR. ZELMAN: Here.

BONNIE: Sha-Ron James.

MS. JAMES: Here.

BONNIE: And we also have Christine Ashburn, Steve Bitar and Barry Gilway on the line.

MS. ASHBURN: Mr. Chairman, this is Christine. I believe we are just missing Governor Brown, but we do have a quorum.

CHAIRMAN SCHINZ: Okay, since we do have a quorum, I would like to welcome everybody to the Consumer Services Committee meeting this morning and look forward to seeing everybody at the BOG meeting coming up next week. The first order of business today will be to go ahead and approve the prior meeting Minutes. Do I have a motion to approve?

A VOICE: So moved.

A VOICE: Second.

CHAIRMAN SCHINZ: We have a motion to approve and a second. Any comments or questions? So moved. The Minutes have been approved.

We will move right along into item two on the agenda, which is the storm response, especially on Hurricane Matthew, and I am going to go ahead and turn that over to Christine, Jay, and I guess who else is going to be talking? I guess Erin is. Steve, are you going to be speaking on behalf of item two?

MR. BITAR: Actually Erin Vickery should be on the phone from my team will proceed on the EOC response and she is going to be providing an update there, but I am happy to help.

CHAIRMAN SCHINZ: Okay, great. Christine, the floor is yours.

MS. ASHBURN: Great, thank you, Mr. Chairman. I do, before I start I do believe, Bette, I think I heard Bette chime in. I believe Bette, have you joined the call?

MS. BROWN: Yes, I was on the original roll call. I am sorry, I guess I was on mute.

MS. ASHBURN: Okay, great, perfect. Just so we have all the members present. I will begin this report and then Jay Adams should be on the call, but I know he has got a lot going on in the claims world. So Steve and I can handle his portion if he is unable to be with us this morning, but I will start.

Chairman Schinz had asked that we put together really our post hurricane and really give a debrief on the communications and policy of our outreach effort that we undertook with Hurricane Matthew.

Hurricane Matthew as we all know really, you know, we got lucky here in Florida from a wind perspective as the path did not bring the storm on shore as we had initially expected. But what it did provide us was an opportunity to really put into motion some of our consumer outreach plans that we had not had an opportunity to leverage due to the lack of storm activity, which of course is a positive.

But we were very pleased with our efforts and what we were able to accomplish and have gotten some positive feedback from our policyholders. In fact, from some new channels that we were able to use to reach out in advance of landfall. First and foremost of course our website was updated to include a page dedicated to hurricane -- our Hurricane Matthew response before, during and after the hurricane. It was easily found on the main page and one click to customers everything that you needed to know and if they had been impacted by the storm. The page went live on Friday, the 7th, and actually remained live on the site today, but of course is now on the storm response we have taken down the blog from the main page as we have

moved away from the actual timing of the event.

We also were able to use the page to advertise the emergency operation center locations and hours. Of course, we were in Titusville and Cocoa Beach the week following the storm and Erin will give us a more detailed update on our efforts on the ground in both of those areas. For the first time we were able to leverage our (@4:55 INAUDIBLE) and our e-mail addresses on file and with the mapping of the storm that Jay and the claims team they were able to do our GIS model, were able to identify those that were in the potential impacted area and we were able to send more than 101,000 e-mails to those we have e-mails on file for. It has been a voluntary field and we also collected through manage my policy, but I am happy to report that we are going to make that a mandatory field in our application process here in the future. So we will hopefully grow our e-mails on file.

We have seen a very positive response. In fact, I have included a couple of quotes that we got back, folks writing us back to say thank you, we are going fine, we appreciate your efforts.

My favorite here is a huge thank you for your information, care and concern in the aftermath of Hurricane Matthew. My neighbors somewhat serious damages were unable to get any response from their insurance companies for several days, thereby increasing their levels of frustration and stress. Citizens contacted me immediately with offers of help. My neighbors are stunned by your reaction to the problems in our area. Like some current TV car insurance ads say, I told them, maybe you have the wrong company.

So we were really -- we did not expect to get responses back, active responses back and I have included some statistics. So we sent out over 101,000 e-mails. We know that 89,112 were delivered and we at the time of this publishing, 33,813 were opened. We did have 13,000 bounce. So we have noted that and we will look to try to do what we can to get new e-mails addresses in the future from those customers.

Of course, we did pre, during and post event releases from (@6:34 INAUDIBLE) from the press office making sure folks were reminded of what to do if they had damage before the storm struck, getting our claims hotline out there, the call Citizens first message and just reminders of what to do if you do have damage.

Then of course we reiterated that messaging as the storm came through and then we were able to use our press office to advertise our EOC locations when we made the decision to deploy two EOC locations in the areas of the state where we believed there would be the most damage to our customers.

As you all know, we had a unique sponsorship opportunity during the hurricane season this year to work with the Florida Public Radio Emergency Network, and of course, as storms come closer to shore and become a threat to Florida the tropical updates that we were sponsoring are more frequent. So we actually get more call Citizens first messaging opportunities as we have storms in the box and having some threat to Florida.

In addition to leveraging what we were already using there we do have a catastrophe communications contract that is on the books for us that was approved by the Board and is there to be accessed when we need them. We were able for the first time to access this contract and did focused efforts in Volusia County for seven days post event with radio spots playing four times a day, twice during the morning drive time and twice during afternoon drive time, reminding folks if they had had damage from Hurricane Matthew to call Citizens first, and also to remind folks of

fraud awareness and bad actors and, you know, to be careful what they are signing and what they're doing.

They were already directed to call over to our website for additional information. So as I said the FPREN sponsorship that we already have was wonderful, and also we opted to purchase additional targeted public radio message with the FPREN public radio network in the affected counties to advertise the hours and locations of our emergency operation centers in Brevard County. We also made that available in Volusia County so that since it was a relatively easy drive for those folks if they needed to be serviced in person to get additional living expense or anything like that, Erin and team could be there on the ground to help them.

Social media, we really saw our social media engagement increase significantly from October 1st through 8, with 160,000 users receiving our messaging. Those are called impressions in the social media world via Twitter and Facebook. We of course continued as we always do to share messages from the National Hurricane Center and National Weather Service. Typically in a 30-day period we average between 25,000 and 30,000 impressions. So for us to have 160,000 impressions or activity where folks are liking and sharing and using our content is significant. We have also gained users which we have been able to retain since the storm. So we were able to really be effective through our social media outreach which of course also allows our agents to push our messaging out about our EOC locations, how to call us first, reminding folks of the dangers of assignments of benefits and fraud.

It was all really an outstanding opportunity and of course our social media efforts really don't cost us a lot of money. In addition, Candice Bunker in our legislative office made sure that we -- made sure that we made contact with all of the delegations in the areas that may be impacted. In fact, because of the uncertainty of the path we really did work the entire east coast to make sure that all of the legislative offices had our claims phone number, our -- all the press releases, the EOC locations when they were available, and of course both mine, direct phone numbers for Candice and I in case there were any special need cases or severe damage where they needed us to act quickly if there were certain circumstances that really warranted special attention.

We are very pleased with what I would call our dry run. I hope we don't have to use it anytime soon in the next season, but we were very excited to be able to do, act quickly and leverage what we had put in place really without incident. And I am happy to answer any questions on my portion of the report. And I have included for you screen shots of the website, of the e-mail that was sent, and of course the press releases and some of the social media graphics that were used throughout the events and I am happy to answer any questions.

CHAIRMAN SCHINZ: Thank you, Christine. Does anyone -- first of all, I want to, you know, thank you guys and just say what a fantastic job you did by getting all of the positive responses you did after Hurricane Matthew. Your team really did a good job on its responsive reactions. Does anyone else have any comments or questions for Christine?

MS. BROWN: Governor Schinz, this is Bette Brown. I don't have any questions. I just also want to echo what you said. I think that you all did an awesome job of outreaching. It is so nice to get some positive press. You did the right thing, you were ahead of the curve and I compliment you on that.

CHAIRMAN SCHINZ: Thank you, Bette.

MS. ASHBURN: With that, I do believe Jay Adams is with us and I am going to let him take over

from here and talk about some of the outgoing efforts that the claims team undertook in advance of landfall. Jay.

CHAIRMAN SCHINZ: Good morning, Jay. Good morning, Jay, go ahead.

MR. ADAMS: Okay, thank you, Chairman. As Christine mentioned we spent much of our time early on in the storm leveraging our technology through the phone systems of what we call auto dialer.

Initially in the first few days of the storm we were handling all those claims internal by staff and we were making contacts as often as we could voice to voice, but we were making attempted contacts. We also leveraged our non-catastrophe claim teams that were already deployed in the field and we assigned claims to them up to whatever capacity they had.

What they did when they received those claims was they started making immediate contact and then going out inspecting and settling those claims.

The third layer that we put on was our catastrophe deployment, and when we did the deployments we brought in team leads, desk adjusters and field adjusters. We brought them in to the Everbank Center. We conducted orientations, we trained them on the claims processes, on the claims systems and then we started to assign those claims to the field.

Once we had that catastrophe piece up and running we devoted 100 percent of the catastrophe claims to the catastrophe response team. As those claims were coming in the desk adjuster would make contact and they would reassign those claims out to the field for the inspection. When the inspection is complete it came back to the desk adjuster.

In addition to that what we were also doing was we were running lists of our claims on a daily basis and we were pushing out a scripted auto dialer call letting the insured know that we had their claim. We also once that claim had been assigned to a field adjuster, we are sending out calls indicating that your claim has been assigned, you will be contact by your field adjuster. And the idea was we were trying to keep everybody as informed as possible so they would understand where we were in the process. We also stood up what we call the resolution unit. And that unit really was a tier two call center. So we were providing that toll free number to your customers for any concerns or problems they had. So when they called in they were actually speaking with claims adjusters who could provide them direction and/or help them with whatever the questions or concerns that they had.

As of yesterday we had received 3,382 Hurricane Matthews claims. We have closed 85 percent of those claims and we have spent so far about 11 and a half million dollars in indemnity for those claims. The question comes up pretty often, how many of those are represented by attorneys, how many of those have assignment of benefits. Preliminarily out of the 3,300 claims we received so far there are 60 public adjusters involved in those claims and one plaintiff attorney and we have received AOBs on 69 of those claims.

And Governor, I would open for any questions beyond that.

CHAIRMAN SCHINZ: Does anyone have any questions for Jay? I would like to say that the AOB and the other claims are very small and I think that is fantastic with the way that you are reaching our customers and letting them understand a little more about call Citizens first and the repercussions of the AOB.

With that being said, does anyone have any questions or comments for Jay? With none being, none being there, Jay, I guess I am going to turn it over to Erin. Is Erin on the phone?

MS. VICKERY: Yes, Chairman.

CHAIRMAN SCHINZ: The floor is yours.

MS. VICKERY: Thank you. This is Erin Vickery, I am the project portfolio services manager and underwriting and agency services and I also act as the EOC coordinator. So I lead our EOC effort. So I am going to tell you today about our response for Hurricane Matthew in terms of our emergency operation centers. As Christine mentioned we did successfully stand up two emergency operation centers after Hurricane Matthew hit Florida.

Prior to the storm hitting we worked closely with our DSF partners to see if they were going to be setting up an insurance village. And when they decided not to do that we worked with some of the local business owners in Brevard County and were able to find two locations to set up our emergency operation centers.

These were the first EOCs that we have set up in 11 years and we had a location in Titusville as well as a location in Cocoa. Like I said, both in Brevard County which was one of the hardest hit areas of Florida. We had EOCs opened for a total of six days. We deployed 31 total employee volunteers to work these two EOCs and they represented all of our Citizens locations, as well as most of the divisions within Citizens. So it truly was an enterprise wide effort to assist our policyholders.

In total we assisted 175 residents in these areas and this included answering general claims questions, but also filing first notice of loss claims for them and providing additional living expense checks as appropriate.

The week following our EOC efforts we were invited to an event that was hosted by the Office the U.S. Senator Marco Rubio. That was called the Revised St. Augustine Recovery Assistance Center. This was in St. Augustine on Friday, October 21st. We set up a scale down EOC in the parking lot of the center there to assist any Citizens policyholders that came.

We were invited along with 20 other organizations, companies and then also Federal and State and local agencies. There ended up being a total of six insurance companies at this event. And per the press release following the event there were 257 Floridians that were assisted on that day at that event. I also include a few pictures here so you can see our fully set up emergency operation centers there. You can see our big vehicles. You know, it truly is a mobile fully functioning office. So I have those there for your reference. In addition there is the press releases that were put out by Marco Rubio's office for the Revised St. Augustine Recovery event. And I am happy to answer any questions that you have.

CHAIRMAN SCHINZ: Great. Does anyone have -- and thank you for putting the pictures in there. It really tells, helps tell the story. Does anyone have any questions or comments for Erin? Thank you, Erin.

With that being said, we are going to move on to item three for new business. Does anyone have any new business to bring before this committee?

MR. ROKEH: Chairman, this is Greg Rokeh.

CHAIRMAN SCHINZ: Hey, Greg, go ahead.

MR. ROKEH: Yes, I had a question for Jay and I didn't get off mute quick enough to ask it. Jay, are you still -- are you still on the line?

MR. ADAMS: Yes, sir.

MR. ROKEH: Going backwards to your claim numbers, you had referenced that you had -- you guys had been able to close out 85 percent of the 3,300 plus claims that had come in. Do you have any information on what percentage of the claims ended up being flood claims that Citizens had no exposure on?

MR. ADAMS: I do not have that handy. We probably cannot answer that question. My hesitation is, we can certainly run a report and see the claims that were closed with no payment, but those could have also occurred because of the hurricane deductible.

MR. ROKEH: Sure. Okay. Yes, I was just curious if it was something that was able to be tracked.

MR. ADAMS: We don't track currently all flood policies and that doesn't get passed over in the claim record. So we don't have anyway to track it on the back end of the claim.

MR. ROKEH: Would you know, you probably don't know off the top of your head, what percentage of the 85 percent that have been closed were closed out with no payment?

MR. ADAMS: I don't have that number off the top of my head, but I can certainly get that for you.

MR. ROKEH: I guess I am curious about that. And that is my question, thank you, Chairman, for allowing me to interrupt.

CHAIRMAN SCHINZ: Thank you so much, and thank you, Jay, for your answer.

Are there any other further questions of anyone before we go back to new business? If none, we will move into number three, new business. I have one thing.

Is Christine and Steve, one thing I would like for us to do for 2017, is go ahead and put together some informative information for our customers on the difference in understanding of flood versus wind for a little clarification so they can understand what the differences are between the two claims and who handles which one. So that is something that we are going to be putting on the 2017 agenda coming up probably in March.

MS. ASHBURN: Yes, sir, Mr. Chairman, we are well aware. I think that is a great initiative for 2017. We look forward to bringing you more information at the March meeting.

CHAIRMAN SCHINZ: Okay, great. Well, I have no other new business. Does anyone else have any new business they would like to bring before the Board?

MR. ZELMAN: Not at this point.

CHAIRMAN SCHINZ: Committee members? All right, with that being said, I want to thank everybody for being on this meeting and taking time out of your schedule. And I would like to entertain a motion to adjourn.

MR. ROKEH: So moved.

CHAIRMAN SCHINZ: Got a first. Second?

MR. ZELMAN: Second.

CHAIRMAN SCHINZ: And we got a second. With that being said, look forward to seeing you guys next week and now the meeting is adjourned. Thank you.

MR. ROKEH: Thank you, Mr. Chairman.

MR. ZELMAN: Thank you.

(Whereupon, the meeting was concluded.)

DRAFT