



June 10, 2021

**VIA EMAIL**

Wayne Stensby  
President and CEO  
LUMA Energy  
wayne.stensby@lumamc.com

**Re: Strategic Communications Plan**

Dear Mr. Stensby:

Reference is made to LUMA's Strategic Communications Plan ("Communications Plan") received on May 28<sup>th</sup>, 2021 and to the Operation and Maintenance Agreement ("OMA") dated June 22, 2020 by and among the Puerto Rico Electric Power Authority ("PREPA"), the Puerto Rico Public-Private Partnerships Authority ("P3A"), LUMA Energy, LLC and LUMA Energy ServCo, LLC (collectively, "LUMA").

We appreciate your response in regards to our request of sharing the Communications Plan, which summarizes LUMA's action plan to communicate with its publics and for the management of government affairs. After thorough evaluation of LUMA's Strategic Communications Plan, we have identified areas where additional information is needed. Consistently, we kindly request LUMA to include and provide us with specific information or actions pertaining to the following areas:

**Page 4** – *How to Contact LUMA: Communications Tools Ready for Service Commencement and Forward*

**Web Page:** LUMA's website does not have a Communications section or tab that serves as a digital repository of materials such as press releases and media statements for the benefit of the press and consumers. Please provide information on how these materials will be available and

accessible through the web page. Also, going forward, we request that copies of press releases and media statements be submitted to the P3A after they are issued by LUMA.

## **Page 8 – Emergency Response Plan**

**Emergency Response Organization (ERO):** Please provide specific point of contact persons (including name and contact information) for the positions of Liaison Officer (LNO) and Public Information Officer (PIO).

### **Liaison Officer (LNO)**

Puerto Rico Emergency Management Bureau Liaison Officer

Puerto Rico Energy Bureau and P3A Liaison Officer  
PREPA Generations Liaison Officer

### **Public Information Officer (PIO)**

Digital Communications Specialist

Customer Relations Specialist

Employee Communications Specialist

It is important to validate that all local governmental emergency agencies are contemplated within LUMA's Emergency Response Plan. Please provide a list of all agencies that are considered part of the plan.

## **Page 12 - Unprecedented efforts on Communication, Government and Community Relations during FET**

Although this section provides a comprehensive recap of some of LUMA's efforts during the Front-End Transition, it does not indicate how these efforts will be extended or carried out prospectively. Please provide information on LUMA's multimedia efforts/campaigns for the near future.

**Other:**

**Communications with Government Officials**

This area is addressed on page 10 in the context of the *Emergency Response Plan*. Nonetheless, we emphasize on the importance of establishing effective communication channels with Government Officials such as Majors, not only in the event of an emergency, but in all circumstances. The events that transpired this week as a result of the weather disturbances currently impacting the island buttress the P3A position that it is of utmost importance for LUMA to promptly coordinate for direct and effective communication with Government Officials. Please provide information on how this communication is being handled to ensure all Majors are being assisted. Additionally, LUMA's points of contact for Majors and municipalities.

Finally, while the P3A acknowledges that LUMA has designated Mrs. Laura Rentas, its Communications Director, to be the single point of contact person for all stakeholders requests, we strongly encourage you to designate a Spanish-fluent speaking spokesperson with experience in handling the press and issues management, given the impact of the transaction and overwhelming amount of media attention and information requests.

We look forward to receiving this information.

Cordially,



Fermín E. Fontanés Gómez  
Executive Director

Puerto Rico Public-Private Partnerships Authority