

Florida's Energy Efficiency Potential

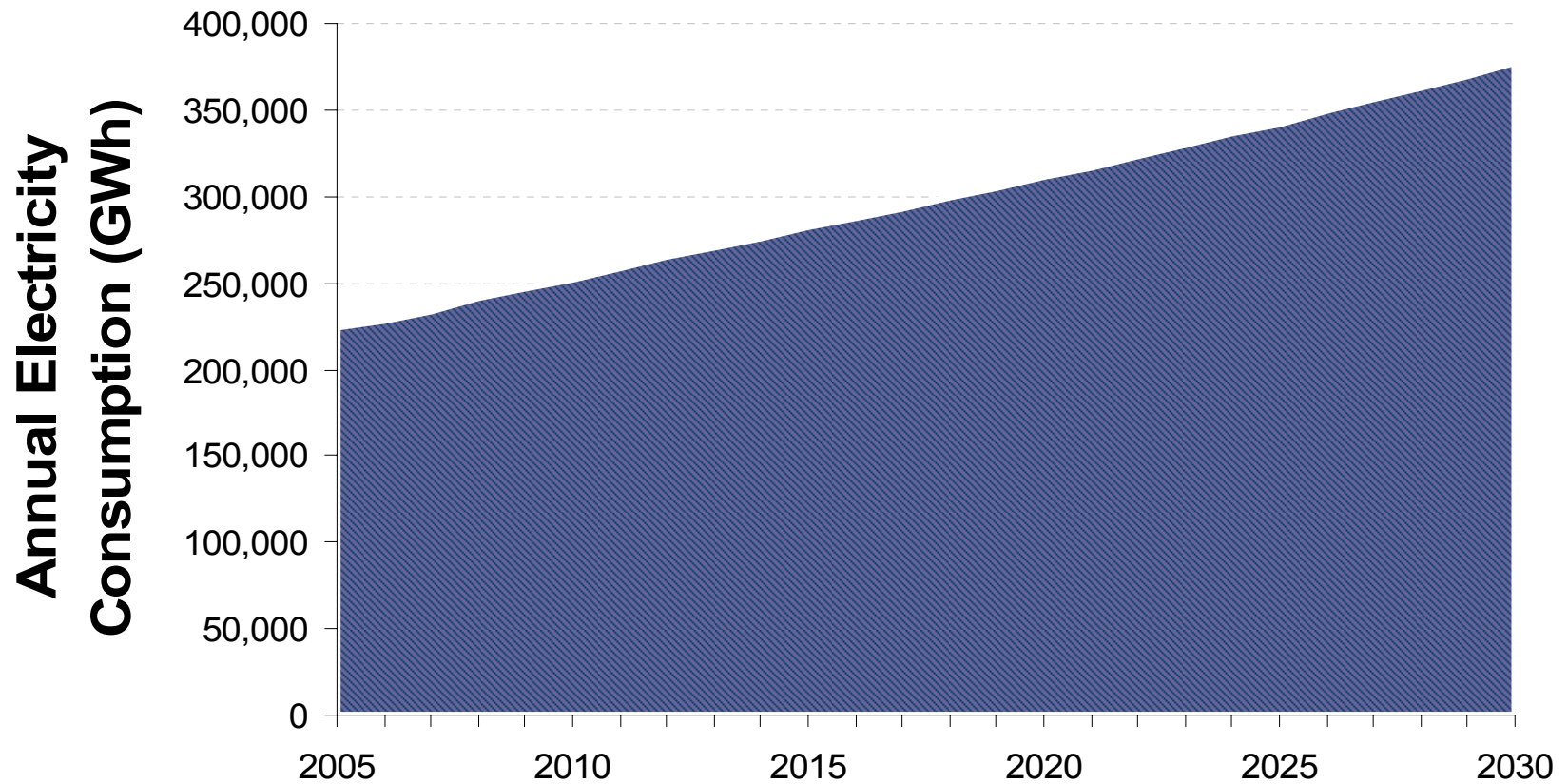
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www.EnvironmentFlorida.org



Projected Future Annual Electricity Consumption in Florida



Existing Efficiency Programs in Florida

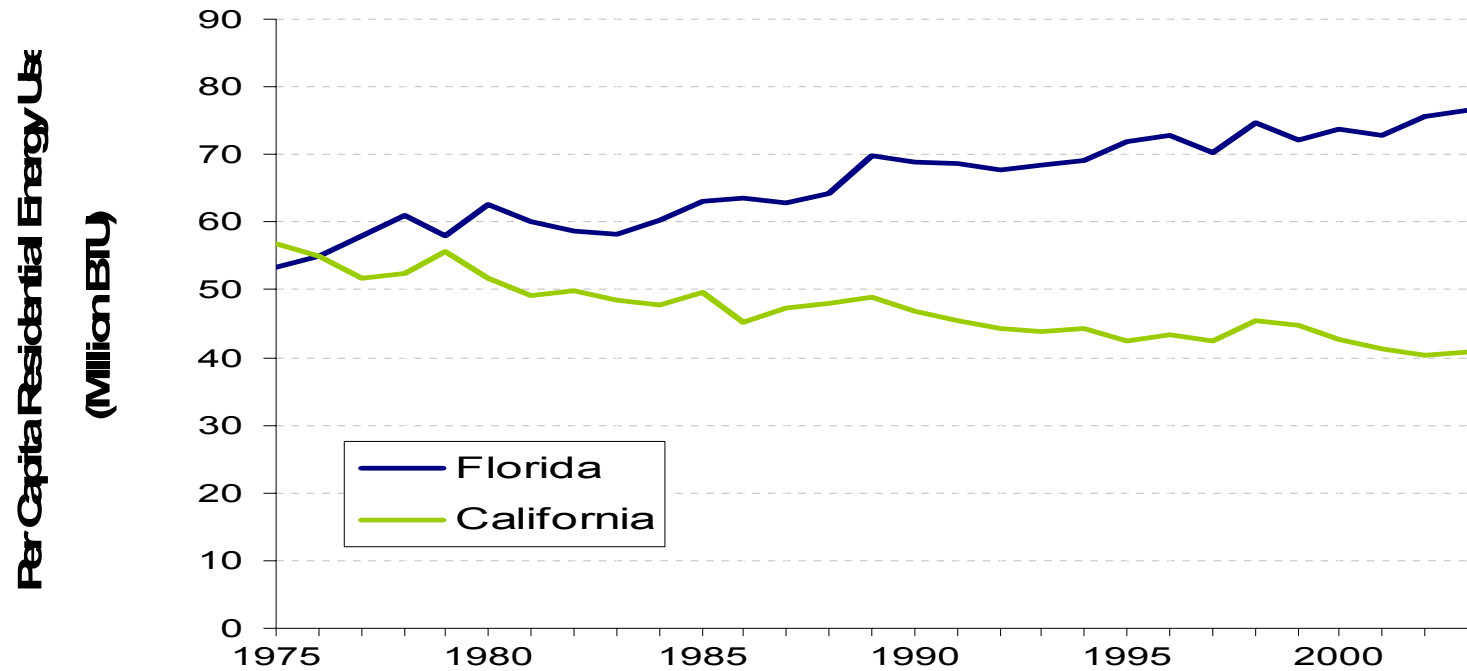
- FEECA: PSC sets numerical targets for peak demand reductions and efficiency improvements.
- Since 1980, FEECA implementation has eliminated the need for about 10 medium-size power plants (500 MW each) by reducing peak demand through load-shifting.
- FEECA has been less effective at reducing total electricity consumption, achieving cumulative savings of only 5,500 GWh since 1980.
- Investor-owned utilities have collected about \$4.15 billion from ratepayers to fund load management and efficiency programs since 1981.
- For the past six years, utilities have been spending about \$250 million a year on demand management activities.

High residential electricity demand

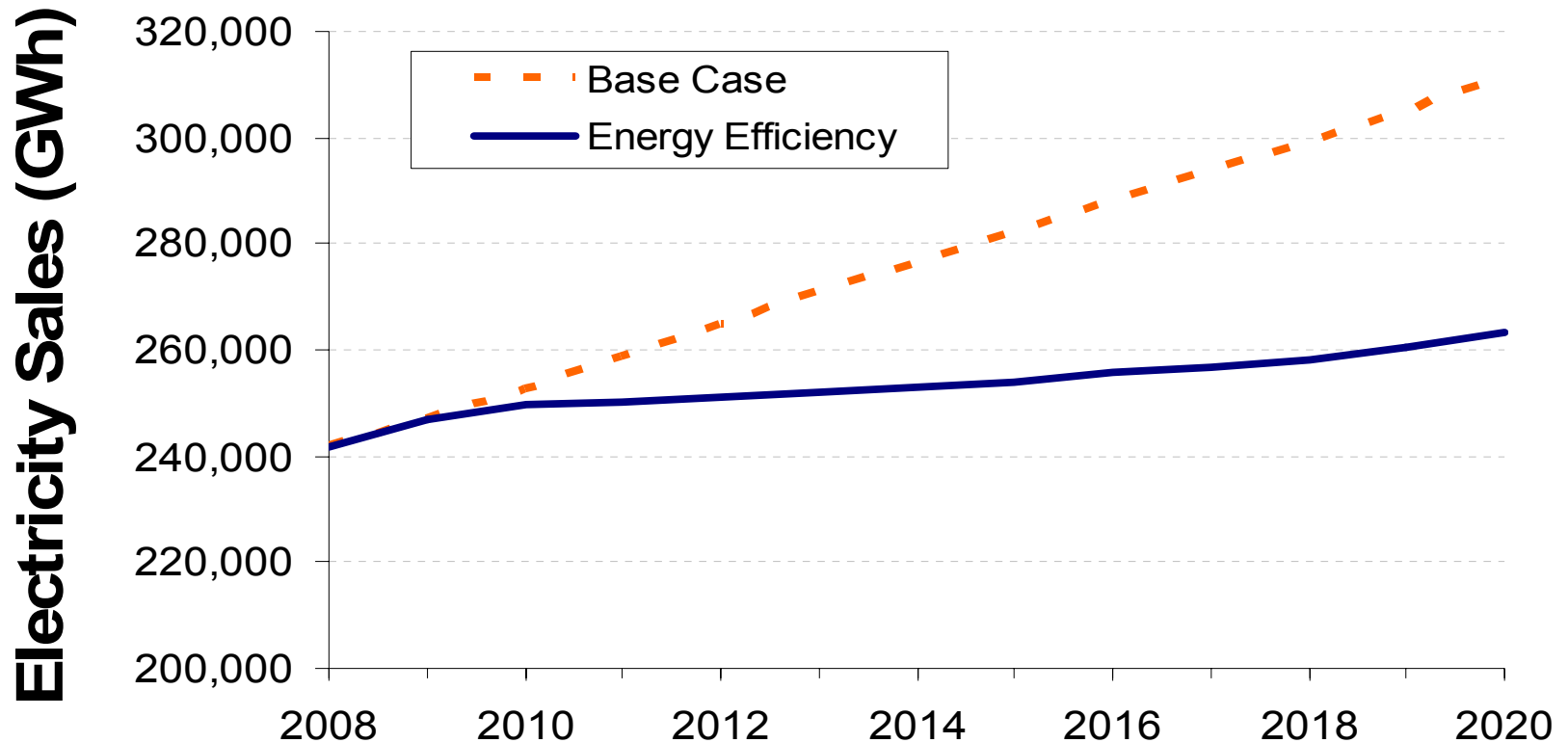
- Florida's per capita residential electricity demand is among the highest in the country.
- Average Retail Price (cents/kWh) = 10.45

<u>Electricity</u>	<u>Florida</u>	<u>U.S. Avg.</u>	<u>Period</u>
Residential	11.17 cents/kWh	10.31 cents/kWh	Dec-07
Commercial	9.62 cents/kWh	9.41 cents/kWh	Dec-07
Industrial	7.76 cents/kWh	6.25 cents/kWh	Dec-07

Per-Capita Residential Energy Use in Florida and California



Florida Has Immense Potential for Additional Efficiency Improvements



Comparison of DSM Demand Reduction Achievements

Utility	Load Growth Reduction		Utility	Load Growth Reduction
City of Pasadena	7.68%		City of Tallahassee	0.4%
Glidden Rural Electric Coop	2.28%		Florida Power & Light Co.	0.19%
Massachusetts Electric Co	1.98%		Gainesville Regional Utilities	0.18%
West.Massachusetts Elec Co.	1.9%		Jacksonville Elec. Authority	0.1%
Connecticut Light & Power Co.	1.2%		Gulf Power Co.	0.1%
Pacific Gas & Electric Co.	1.01%		Progress Energy Florida, Inc.	0.09%
South. California Edison Co.	1.0%		Tampa Electric Company	0.09%

Energy Efficiency: A Cost-Effective Energy Resource

- ACEEE estimates that an achievable package of energy efficiency policies would produce savings at a levelized cost of 3.6 cents per kWh.
- Energy efficiency programs are more than twice as cost-effective as building new power plants.
- Energy efficiency programs can help homeowners and businesses tap into vast potential energy savings, offsetting up-front costs and delivering long-term savings on energy bills.