

**Brian Schultz**

---

**From:** Brian Schultz on behalf of Records Clerk  
**Sent:** Tuesday, January 12, 2021 12:04 PM  
**To:** 'marcine.mcbride@gmail.com'  
**Cc:** Consumer Contact  
**Subject:** RE: Docket No. 20200181; Modernize Florida's outdated efficiency practices

Good Afternoon, Marcine McBride

We will be placing your comments below in consumer correspondence in Docket No. 20200181-EU and forwarding your comments to the Office of Consumer Assistance and Outreach.

Sincerely,

Brian Schultz  
Commission Deputy Clerk II  
Florida Public Service Commission  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399  
850.413.6770

PLEASE NOTE: Florida has a very broad public records law. Most written communications to or from state officials regarding state business are considered to be public records and will be made available to the public and the media upon request. Therefore, your e-mail message may be subject to public disclosure.

-----Original Message-----

From: marcine.mcbride@everyactioncustom.com <marcine.mcbride@everyactioncustom.com>  
Sent: Tuesday, January 12, 2021 11:28 AM  
To: Records Clerk <CLERK@PSC.STATE.FL.US>  
Subject: Docket No. 20200181; Modernize Florida's outdated efficiency practices

Dear Florida Public Service Commission,

We all know that energy efficiency means using energy smarter. It is the quickest, cleanest, and cheapest way to meet our energy needs while helping Floridians cut energy waste and manage power bills. Helping hard-working families make their homes more efficient, safer, and secure also keeps energy dollars in local communities and employs over 100,000 Floridians.

Yet the practices Florida utilities rely upon in setting goals haven't been modernized in almost 30 years – and that has led to Florida's largest power companies badly trailing leading utilities in the Southeast and across the nation in delivering energy savings to families and businesses. Most recently, this outdated approach led to power companies proposing goals of zero. We can do better.

The time is right to bring Florida's efficiency rules into the 21st century with a holistic approach to energy saving technologies that incentivizes utilities to bring "next generation" solutions to scale for a smarter grid.

We can do this by better aligning electric utilities' financial interests with their customers' bottom lines by rewarding them when they save customers money.

We can level the playing field so energy savings programs compete on a fair basis with capital intensive power plants.

We can move beyond the outdated cost tests we've used to evaluate efficiency programs, which take real efficiency savings off the table.

And we can put Florida's most vulnerable customers first by ensuring energy security and affordability for the elderly and low income families.

The technologies of tomorrow - cutting edge efficiency, demand response, smart appliances, electric vehicles, solar, battery storage and more - are here. Let's put them to work for Florida families, unlocking savings for all of us.

Sincerely,

Marcine McBride

4850 Tiverton Ct Melbourne, FL 32934-7877