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July 2, 2021

STAFF'S SECOND DATA REQUEST

-VIA ELECTRONIC FILING-

Adam Teitzman
Commission Clerk
Florida Public Service Commission
2540 Shumard Oak Blvd.
Tallahassee, FL 32399-0850

**RE: Docket No. 20210000-OT
Florida Power & Light Company and Gulf Power Company's Demand-Side
Management Annual Report – Responses to Staff's Second Data Request
(No. 29)**

Dear Mr. Teitzman:

Attached are Florida Power & Light Company ("FPL") and Gulf Power Company's ("Gulf") responses to Staff's Second Data Request (No. 29) regarding FPL and Gulf's 2020 Demand-Side Management Annual Report.

If there are any questions regarding this transmittal, please contact me at (561) 304-5662.

Sincerely,

/s/ William P. Cox
William P. Cox
Senior Attorney
Fla. Bar No. 00093531

Enclosures

cc: Michael Barrett, Division of Economics

Florida Power & Light Company

700 Universe Boulevard, Juno Beach, FL 33408

QUESTION:

Please answer the following regarding residential and commercial/industrial DSM programs offered in 2020:

- A. As a response to public health recommendations to limit person-to-person interactions, please identify the DSM programs for which the Company suspended on-site visits and/or in-home visits to customers' houses in 2020.
- B. For each program identified in response to sub-part (a) above, identify the date in 2020 when the suspension began, and if applicable, the date the suspension expired, and the Company resumed on-site visits and/or in-home visits to customers' houses.
- C. Discuss how the Company communicated with or responded to customers about suspended programs. Address in your response if wait lists or call-back logs were developed, and if so, how those resources will be used when suspensions expire.
- D. Discuss how, or if, the Company changed any aspect of its communication with customers to draw a distinction between suspended and non-suspended programs.
- E. Please describe any use of technology tools or adjustments the Company made in 2020 which allowed it to continue to offer DSM program(s) or services while still adhering to public health recommendations.
- F. Describe any educational and/or promotional resources that were developed during 2020 to promote energy-related topics or non-suspended programs.
- G. For each program identified in response to sub-part (a) above, if the suspension was not lifted in 2020, please identify the date in 2021 when the Company resumed on-site visits and/or in-home visits to customers' houses.

RESPONSE:

- A. As discussed in the FPL and Gulf's responses to Staff's First Data Request, FPL and Gulf employees and certain contract employees suspended field visits as part of COVID-19 protocols to keep employees and the public safe. FPL and Gulf suspended on-site visits to customer homes and businesses for the following DSM programs during portions of 2020 as noted in response to subpart (b) below:

FPL:

Residential Home Energy Survey
Residential On Call
Residential Low-Income
Business Energy Evaluation
Business On Call

Business HVAC
Business Lighting
Business Custom Incentive

Gulf:

Residential Home Energy Survey
Energy Select
Residential Low-Income (Community Energy Saver)
Residential Custom Incentive
Business Energy Survey
Business HVAC
Business Custom Incentive
Commercial Building Efficiency

B.

FPL:	Date Field Visits Suspended	Date Field Visits Resumed
Residential Home Energy Survey ¹	Mar 23, 2020	Oct 5, 2020
Residential On Call	Mar 23, 2020	Jun 9, 2020
Residential Low-Income ²	Mar 23, 2020	Oct 5, 2020
Business Energy Evaluation ¹	Mar 23, 2020	Oct 5, 2020
Business On Call	Mar 23, 2020	Jun 9, 2020
Business HVAC ³	Mar 23, 2020	Oct 5, 2020
Business Lighting ³	Mar 23, 2020	Oct 5, 2020
Business Custom Incentive ³	Mar 23, 2020	Oct 5, 2020
Gulf:		
Residential Home Energy Survey ¹	March 16, 2020	May 3, 2021
Energy Select (contractor) ⁴	March 18, 2020	July 6, 2020
Residential Low-Income (Community Energy Saver) ⁵	March 18, 2020	July 6, 2020
Residential Custom Incentive	March 16, 2020	Program ended Nov 2020
Business Energy Survey ¹	March 16, 2020	Feb 18, 2021
Business HVAC ³	New program Nov 2020	Feb 18, 2021
Business Custom Incentive ³	March 16, 2020	Feb 18, 2021
Commercial Building Efficiency ³	March 16, 2020	Program ended Nov 2020

Notes:

1. FPL and Gulf Care Center agents offered virtual in-home and business energy surveys via phone or video by field advisors during this period. All survey requests were offered to be completed over the phone by the FPL or Gulf advisor. Any customers who preferred an on-site survey were put on a call-back list for notification when FPL and Gulf field visits resumed. In limited situations, advisors made field visits during this period while remaining outside and following strict masking and social distancing protocols.
 2. Low-income field installations performed by FPL were suspended during this period. Installations by participating low-income agencies were not suspended.
 3. Business advisors responded to all customer inquiries and performed project reviews remotely during this period. Limited outdoor site visits were made following strict masking and social distancing protocols.
 4. Installation appointments were not scheduled during this period. Gulf's contractor continued service calls as needed to ensure proper operation of customer equipment.
 5. Neighborhood canvassing and installations were suspended during this period.
- C. FPL and Gulf endeavored to mitigate the impact to customers resulting from suspending employee and contractor field visits during the pandemic. For FPL and Gulf energy survey programs, all customer requests for in-home surveys were acted on by customer advisors with offers to complete the survey via phone and Facetime technology in lieu of making on-site visits. Care Center representatives and customer advisors informed customers of the modified program processes to keep our employees and customers safe. Any customers who preferred an on-site survey were put on a call back list for notification when field visits resumed. Based on the success of advisor-led virtual phone surveys, the company continues to offer this service to customers as a more convenient, less intrusive method of completing the energy survey.

For the On Call and Energy Select programs, where installation services were temporarily suspended, customer requests were placed on a call-back list based on the inquiry date. Once the contractors resumed installations in mid-summer 2020, customers were called back based on their enrollment application date to schedule installation.

Customer inquiries and enrollments for all other programs were managed remotely to the extent possible during the temporary suspension of field visits. In limited situations requiring the on-site attention of an advisor, FPL and Gulf employees made outdoor visits following strict masking and social distancing protocols.

- D. FPL and Gulf did not change any aspects of customer communications to explicitly draw distinction between any programs. The companies did increase promotion of the Online energy survey to encourage customers to take advantage of this option for completing a thorough review of ways to save energy in their home. The companies also temporarily decreased promotion of programs with temporary suspensions of installations (On Call and Energy Select) to minimize any customer dissatisfaction.

- E. FPL and Gulf introduced virtual surveys via phone or Facetime video for residential and business customers. This new method of delivering the on-site survey allowed customers to receive the personalized consultation of the advisor while keeping both the customer and employee safe. This new option for providing the in-home and business survey also provided advisors more flexibility in meeting the customer's schedule expectations.

FPL also made modifications to the Ceiling Insulation enrollment process to allow participating independent contractors to complete installations without prior FPL customer advisor qualification. This was done to minimize the impact of suspended field visits on customers who continued to pursue energy efficiency improvements.

- F. As discussed in FPL and Gulf's response to Staff First Data Request Nos. 3 and 18, the companies implemented several educational and promotional initiatives to promote energy related topics. In March 2020, FPL developed a comprehensive energy-efficiency advertising campaign to reach all customers through multiple channels (TV, cable, online, print, social media, and radio) with stay-at-home energy-saving tips. The advertising focused on providing educational information to help customers lower their energy usage by highlighting no-cost/low-cost tips and tools. These communications resulted in more than 70,000 activations of the FPL Energy Analyzer tool for residential customers and 567,721 visits to the landing page, which provides additional energy saving information and approximately 18,000 visits to the FPL Business Energy Manager tool. FPL continued communicating energy saving tips and tools to all customers throughout the year through emails, social media, and media. As the weather became warmer, all residential customers were provided information on understanding their bills, seeing where they are using energy, and simple changes that can be made to reduce energy usage and save money. The A/C Rebate program was promoted in March, July, August, and October 2020 on the customer bill message and bill insert to educate customers on how to replace inefficient or old cooling systems. In December 2020, a bill insert was used to communicate the benefits of the On Call program and how bill credits are earned as part of enrollment.

Paid and digital media were also utilized to reach and promote program offerings to customers. The FPL A/C rebate program was promoted from June through December 2020 across social media and internet search. Once FPL approved contractors were able to safely enter customers' homes to install On Call devices, paid digital media was leveraged to generate awareness and educate customers about the benefits of the program. These advertisements featured real local businesses speaking to how the Business Energy Manager has been a great tool to help them save, especially during challenging times like COVID-19 and expressing their gratitude to FPL for supporting small businesses. FPL hosted two webinars focused on energy saving tips for business customers.

Gulf ran a robust advertising campaign during some of the warmest 2020 summer months to encourage customers to identify more ways to save energy and money through the Online Energy Survey tool. Recommendations from this tool link to applicable programs offered by the company as well as other ways to reduce energy consumption. Program advertisements ran on local TV, digital channels, and social media channels. Gulf created an easy to use low-cost, no-cost energy saving tips flyer that was available on the website and sent to local agencies that were assisting those in need with bill assistance so they could help educate their clients on ways to lower their bills. Customer email newsletters were sent monthly, and twice a month in March and April, to all customers to provide energy savings tips and connect customers struggling to pay with available financial assistance. The company created a COVID-19 online resource page that included the latest email newsletters and energy saving tips, along with links to payment arrangements and bill payment assistance.

G. See response to subpart (b) above.