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November 4, 2019

#### VIA ELECTRONIC FILING

Mr. Adam Teitzman
Division of the Commission Clerk and Administrative Services
Florida Public Service Commission
2540 Shumard Oak Blvd.
Tallahassee, FL 32399-0850

**Re:** Docket No. 20190190-EI

Dear Mr. Teitzman:

Enclosed is Florida Power & Light Company's amended response to Staff's First Data Request (No. 8) in Docket No. 20190190-EI.

Please contact me if there are any questions regarding this letter.

Sincerely,

s/ Maria Jose Moncada

Maria Jose Moncada

cc:

Corey Hampson (champson@psc.state.fl.us)
Tripp Coston (tcoston@psc.state.fl.us)
Kristen Simmons (KSimmons@psc.state.fl.us)
Walt Trierweiler (wtrierwe@psc.state.fl.us)

Florida Power & Light Company Docket No. 20190190-EI Staff's First Data Request Request No. 8 Amended Page 1 of 1

#### **QUESTION:**

In paragraph 6 of the petition in Docket No. 20180160-EI, FPL states, the VSP Program is successfully increasing visibility and awareness of solar energy through customer engagement and the strategic installation of program facilities. Please describe FPL's current efforts in customer engagement, aside from the construction of new solar structures in high-traffic areas.

#### **RESPONSE:**

FPL leverages multiple customer touchpoints through email and social media to engage with existing program participants. This includes:

- Working with the community partners (host locations) to develop exclusive program offers for participants such as free or discounted admissions to local area attractions such as zoos and museums. Attachments 1, 2 and 3 provide examples of such events and programs.
- Program participants are invited to attend community events held at the host locations such as ribbon-cutting ceremonies etc., that are sponsored by the program. This provides a unique opportunity for FPL to demonstrate the outcome that has emerged as a result of their continued support and to thank participants for their ongoing support. An example of such event- 100 Solar Tree Celebration- can be accessed at https://www.youtube.com/watch?v=8dtqtoEoc6Q.
- The FPL SolarNow program website (<a href="www.fpl.com/solarnow">www.fpl.com/solarnow</a>) also provides FPL with the ability to engage and educate participants in an informal way. Participants are able to learn about new and existing locations, member events and original content about the program including participant testimonial videos. Participants are able to see firsthand how their support is helping to advance solar energy in local communities throughout Florida. An example of testimonial videos for <a href="Zoo Miami">Zoo Miami</a> and <a href="Port Canaveral">Port Canaveral</a> can be viewed at webpages <a href="https://www.youtube.com/watch?v=nqTUdH1epGE&t=22s">https://www.youtube.com/watch?v=nqTUdH1epGE&t=22s</a> and (<a href="https://www.youtube.com/watch?v=R-9Ue2">https://www.youtube.com/watch?v=R-9Ue2</a> fyc, respectively.
- A dedicated SolarNow program blog (<a href="https://solarnow.fpl.com/blog/">https://solarnow.fpl.com/blog/</a>) is used to keep customers informed about program activities. Attachments 4 and 5 of this response include the September and October 2019 blog posts.
- Quarterly eNewsletters are sent to program participants to provide general program updates, to announce new locations, and to announce special events. Attachment 6 includes two examples of recently issued email newsletters.
- FPL uses regular posts and advertisements on Facebook and Twitter to share information about projects, upcoming events and to encourage enrollment. Social media has generated positive engagement and proved beneficial in spreading the news and updates to a larger audience. Attachment 7 includes several examples of such posts and advertisements.
- Signage at the projects promotes the program and encourages visitors to learn more about solar generation. The Program has projects in 37 cities representing 18 different counties throughout the FPL service territory which are visited annually by over 20 million residents and tourists. Attachment 8 includes examples of brochures that highlight the impacts of the program on local communities.



# WILD NEWS





#### Tickets on Sale for ZOObilee

Join us for ZOObilee 2019, the wildest party of the year! There will be a mouth-watering array of sweet and savory culinary delights, exciting live entertainment, animal encounters, and mingling with friends in a magical setting only Naples Zoo can provide! ZOObilee is Friday, February 8, 2019 from 7 pm to 10 pm. Individual tickets are \$100. VIP tickets are \$250 and include unlimited beer and wine, exclusive animal encounters, and early entry starting at 6 pm. Proceeds benefit Naples Zoo's environmental education programs and conservation efforts. This event is for ages 21 and over, ZOObilee presented by FPL Solar Now.

**Buy Tickets** 

Florida Power & Light Company Docket No. 20190190-EI Staff's First Data Request Request No. 8 Amended Attachment No. 1

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Florida Power & Light Company Docket No. 20190190-EI Staff's First Data Request Request No. 8 Amended Attachment No. 2 Page 1 of 1

Page 1 of 1
Papa John's Pizza is returning to ZOObilee: Feast with the Beasts this year!
Don't miss out on the wildest party of the year - February 8 from 7-10 pm!
Tickets: www.napleszoo.org/zoobilee





Tickets are on sale now for Young At Art's most creative fashion show yet!

Join us for a stunning, live runway show of original, environmentally conscious designs inspired by groundbreaking artists by talented teen designers and enjoy open bars, General Admission | \$45
YAA Members | \$40
VIP Tickets | \$100
VIP BENEFITS: Meet & Greet with Beth
Sobol, Sebatian Grey, Julian Chang &
Viviana Gabeiras at 6:30pm, premium
fashion show seating

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tastings and art experiences throughout the night.

**Click Here for Tickets** 



# Artists Restyled by YAA's Teen Designers

Our talented teen designers are putting the finishing touches on their original garments with the help of fashion professionals from the industry and their YAA mentors! Each look is inspired by a groundbreaking artist's work and is created using recycled materials with a specific environmental issue in mind. See the stunning reveal of these looks on the runway as the designers compete to win 3 top prizes including scholarships to the Fashion Institute of South Florida.



### **Tastings & Open Bars**

Enjoy delicious selections bites and creative cocktails from hand-picked throughout YAA's interactive galleries from:

- I Heart Mac & Cheese
- Mission BBQ
- Bolay
- Delicious Raw
- Doris' Market
- Jason's Deli
- Super Duper Grub
- Milo's Tea
- Barceló Rum

Florida Power & Light Company Docket No. 20190190-EI Staff's First Data Request Request No. 8 Amended Attachment No. 3 Page 3 of 4



#### Couture Garments

by our Celebrity Guest Judges

See three stunning, haute couture looks designed by our celebrity designer guest judges, including 2019 Project Runway Winner Sebastian Grey, acclaimed designer Julian Chang and Founder of Petit Pois, Viviana Gabeiras. Throughout the musuem you'll also find selections from previous Recycled Fashion Show designers made from recycled materials.

VIP ticket holders get a special pre-show meet and greet at 6:30 with these three acclaimed designers as well as founder of Miami Fashion Week, Beth Sobol!



#### *InnerSpace* | Nice'n Easy Special Fashion Show Preview

Get an exclusive preview of *InnerSpace*, the new, immersive exhibition by acclaimed Miami-based artist collaborative Nice'n Easy, before the fashion show! Be the first to enter this dream-like, reimagined home designed to spark selfexploration in visitors of all ages and make your way through introspective adventures awaiting in each room.

**Click Here for Tickets and More Information** 



























David & Jodi Epstein

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### YOUNG AT ART | MUSEUM 751 SW 121st Avenue Davie, Florida 33325





Runding for this project is provided in part by the Broward County Board of Charity Continues in recommended by the Ernward Cultural Council

#### SUPPORT US | BECOME A MEMBER | VOLUNTEER







Young At Art Museum | 751 SW 121st Avenue, Davie, FL 33325

Unsubscribe paulette.livingston@fpl.com

**About Constant Contact** 

Sent by info@youngatartmuseum.org in collaboration with



Try email marketing for free today!

**MENU** 

(https://solarnow.fpl.com)

September 13, 2019

# Catching Rays at a Museum Near You

FPL SolarNow



Home (https://solarnow.fpl.com) / Blog (https://solarnow.fpl.com/blog) / Catching Rays at a Museum Near You

September 21 is Museum Day and at FPL SolarNow, we can't wait to celebrate the important educational and recreational role that museums play in Florida. From teaching us about history to the most modern technology available, museums never fail to wow us across every generation.

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10/30/2019

https://solarnow.fpl.com/blog/catching-rays-at-a-museum-near-you/

Museums are also a natural partner for FPL SolarNow, a program designed to bring solar energy to the people in an interactive way. With more than 100 solar trees and dozens of solar canopies now operating across the state, there's an installation near you so that you can see the importance of solar energy with your own eyes. This Museum Day, stop by one of them located conveniently near you!

# RELATED: 100 FPL Solar Trees are Digging Roots in our Communities (https://solarnow.fpl.com/blog/100-fpl-solar-trees-digging-roots-communities/)

## South Florida Science Center and Aquarium



The South Florida Science Center and Aquarium (https://solarnow.fpl.com/project/sfsm/) is a landmark in the West Palm Beach community, featuring the 5,000 square foot Hall of Discovery and educational programs that host more than 250,000 students, teachers and visitors annually.

Visitors can check out the FPL SolarNow solar trees when they visit and the unique FPL SolarScape along the Fisher Family Science Trail to learn more about renewable energy.

The center recently celebrated a prehistoric new addition, as the large T. rex that originally stood tall to guard FPL's Turkey Point Nuclear Generating Station in Homestead now has a new home. Kids and adults alike will be amazed by the size of the dino!

## Museum of Discovery and Science

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https://solarnow.fpl.com/blog/catching-rays-at-a-museum-near-you/

10/30/2019



Located in downtown Fort Lauderdale, the Museum of Discovery and Science (https://solarnow.fpl.com/project/mds/) is one of the largest museums of its kind, featuring traveling and permanent exhibits and the locally-famous Great Gravity Clock.

Families can spend a full day of discovery exploring hundreds of interactive exhibits, with our favorite highlight being the outdoor science park where you can observe solar technology at work thanks to the FPL SolarNow solar tree.

Partnering with this South Florida institution was a no-brainer and we're proud to have the tree included with the fascinating and forward-thinking exhibits there.

## IMAG History and Science Center

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Our museum installations aren't only located in Southeast Florida! In Fort Myers, visitors to IMAG History & Science Center (https://solarnow.fpl.com/project/isc/) can catch some shade underneath our solar canopy and two solar trees, which provide green energy and double as an outdoor classroom and interactive exhibit.

History meets science and the past meets the future at the IMAG, where families can experience more than 60 hands-on exhibits including animal encounters, a living lab and an aquarium.

## Phillip and Patricia Frost Museum of Science



One of the gleaming jewels of Downtown Miami, the world-famous Frost Science Museum (https://solarnow.fpl.com/project/fsm/) is a science museum, planetarium and aquarium with an unbeatable location on Biscayne Bay.

The museum is a must-visit for locals and tourists alike that has hosted millions of visitors since its re-opening in its current location and you can't miss our large SolarNow solar trees, located at the front entrance. All of our solar trees are a great photo opportunity, but this one is hard to beat with views of Biscayne Bay from one angle and the skyline of Downtown Miami from the other.

Make sure to share your photos with the trees on social media with the hashtag #FPLSolarNow!

|  | Chara this past |  |
|--|-----------------|--|
|  | Share this post |  |

## You can make a difference.

Help move solar energy forward in our communities with FPL SolarNow for only \$9/month.

ENROLL NOW [7] (HTTPS://WWW.FPL.COM/MY-ACCOUNT/VOLUNTARY-SOLAR.HTML? CID=2018SOLARNOW001#SUBSCRIBE/1)



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LEARN (HTTPS://SOLARNOW.FPL.COM/LEARN)

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https://solarnow.fpl.com/blog/catching-rays-at-a-museum-near-you/

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**MENU** 

(https://solarnow.fpl.com)

October 07, 2019

# No Tricks, All Treats This Halloween

**FPL SolarNow** 



Home (https://solarnow.fpl.com) / Blog (https://solarnow.fpl.com/blog) / No Tricks, All Treats This Halloween

Before the sun goes down and the haunts come out this Halloween, families across Florida can take a moment to appreciate the sun's rays that power our state thanks to solar energy. That's right—FPL SolarNow is getting into the Halloween spirit throughout the month of October thanks to our amazing partners hosting not-so-scary activities for the whole family.

Being a SolarNow participant has its perks, including complimentary access to dozens of events every year at family-friendly zoos, museums and parks across the state. Here are some of the best Halloween events participants can enjoy:

Florida Power & Li

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# Boo at the Zoo, Palm Beach Zoo (https://solarnow.fpl.com/project/pbz/) (Oct. 18-20 and Oct. 25-27)



This Halloween staple of the Palm Beach community returns for its 21st year, with safe and fun trick-or-treating that will delight children of all ages and parents alike. Plus, kids will love the character meet and greets, costume contests, wild prizes, DJ dance parties and more!

The Palm Beach Zoo & Conservation Society houses more than 550 animals, many of them endangered, within 23-acres of lush tropical habitat. While you're there, park under our solar canopy that provides shade to protect cars from sun damage and generates energy for FPL's smart grid.

Boo at the Zoo, Naples Zoo (https://solarnow.fpl.com/project/nz/) (Oct. 25-27)

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The Gulf Coast of Florida gets some Halloween love too with Boo at the Zoo, where kids in costume get free admission. Families will enjoy trick-or-treating, education stations, games and a costume contest with prizes each day. Best of all, **SolarNow participants get in free all weekend long to join in on the fun.** 

Naples Zoo at Caribbean Gardens hosts one of the largest SolarNow projects operating today, with five sprawling solar canopies covering the parking lot and converting solar rays into energy. Stop by at night to see the canopies lit up!

YAAlloween, Young at Art Museum (https://solarnow.fpl.com/project/yaa/) (Oct. 25)

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SolarNow participants can put on their favorite costumes and celebrate in style with a night of artful, frightful fun at Young at Art Museum (YAA). Halloween-themed programs and art activities are the feature of the season, including Monster Puppets, Spooky Story Time and Art, Not-So-Scary Music Time, Monster Mash Dance Party, Costume Parade and more!

YAA in Davie features some of the best interactive family-friendly attractions in Florida, where visitors can explore a cave, build sand sculptures and even ride a faux New York City subway car. Stop by and see a piece of FPL history, as the parking lot is home to the first SolarNow canopy ever built in Broward County!

Zoo Boo, Zoo Miami (https://solarnow.fpl.com/project/zm/) (Oct. 26-27)

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For Halloween, look no further than Zoo Boo, South Florida's number one trick-or-treating event. For two days, the zoo is a haunted paradise for children under the age of 12 celebrating the holiday, with costume contests, special performances, Halloween crafting and so much more.

The Miami-Dade Zoological Park and Gardens (more commonly referred to as Zoo Miami) is the largest and oldest zoological garden in Florida and the only tropical zoo in the continental United States. More than 3,000 animals make their home there, and it now also features our SolarNow solar trees, where guests can charge their phones thanks to the solar energy they generate, as well as the SolarNow Solar Pavilion.

#### Learn More!

For more information about all of the exciting events and special offers for our SolarNow participants, visit our events page (https://solarnow.fpl.com/events/).

Share this post

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Help move solar energy forward in our communities with FPL SolarNow for only \$9/month.

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From:

FPL Account Management <FPL\_Account\_Management@email.fpl.com>

Sent:

Thursday, March 21, 2019 8:02 AM

To: Subject:

Seed - FPL: SolarNow - Project Update

You are receiving this email as a seed contact. Some contents of this email may not display and/or behave properly.

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LOG IN







#### Make it an action-packed weekend with Brightline

SolarNow participants receive 30% off Smart ticket purchases through April 30, 2019; use promo code \*BLSOLAR.



Make it an action-packed weekend with this exclusive offer. Visit SolarNow locations – museums, zoos and parks – throughout Palm Beach, Broward and Miami-Dade counties. Guests visiting these community attractions can explore a new type of exhibit – solar canopies and unique solar trees.

**GO BRIGHTLINE** 

Keeping our future bright

From the northeast to the southwest coast, you're a short distance away from a family-friendly destination that offers you and your loved ones the opportunity to see solar up close and learn more about the benefits of solar energy. Find a location near you.



Oceanfront Park Boynton Beach, Florida



Frost Museum of Science Miami, Florida



Brevard Zoo Melbourne, Florida

#### **MORE PROJECTS**

#### Send us your favorite Selfie

While you're admiring the solar trees and canopies, don't forget to participate in our SolarNow Selfie competition for a chance to be featured on our blog. When you post your photo, tag us at @insideFPL on Twitter or @FPLConnect on Facebook and use #FPLSolarNow.





#### Stay in the know

Get updates on new and future solar energy project locations, news, exclusive participant offers to local area attractions, community events and more.

**VISIT SOLARNOW »** 



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Florida Power & Light Company Docket No. 20190190-EI Staff's First Data Request Request No. 8 Amended Attachment No. 6 Redacted Page 3 of 6

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\*Valid through April 30, 2019. Only valid in Smart seats.

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From: Sent: FPL Account Management <FPL\_Account\_Management@email.fpl.com> Friday, October 4, 2019 11:48 AM

To:

Subject:

Seed - FPL: SolarNow - Project Update

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#### Let the Good Times Roll

Thank you for your continued support. As an FPL SolarNow participant, you get access to complimentary events and exclusive discounts to local attractions; bring your friends and family along! See upcoming events:



#### Boo at the Zoo at Palm Beach Zoo

Enjoy a spooktacular evening of safe family fun with trick-or-treating, character meet and greets, costume contests, prizes, dances and more!



#### Brightline offer – ride for less

Let FPL SolarNow and Brightline take you places – you can now save up to 30% off every time you ride and visit any of our SolarNow locations!



#### Young at Art Museum

Come visit ArtCade at the Young at Art Museum, and play your way through artist-designed video and arcade games!



#### Boo at the Zoo at Naples Zoo

Come to Boo at the Zoo and enjoy trick-or-treating fun, costume contests with daily prizes, education stations, games and more!

Florida Power & Light Company Docket No. 20190190-EI Staff's First Data Request Request No. 8 Amended Attachment No. 6 Redacted Page 5 of 6

#### SEE EVENT DETAILS

#### Tag us with #FPLSolarNow

As you go on your adventures, don't forget to take us with you – we love seeing your selfies. Tag us at @insideFPL on Twitter or @FPLConnect on Facebook and use #FPLSolarNow.



#### Your Support Makes a Big Difference

Your support of FPL SolarNow<sup>™</sup> has led to the development of more than 100 solar structures throughout the Sunshine State. Together, we are building a brighter future for generations to come.



Brightline Fort Lauderdale Fort Lauderdale, Florida



Charlotte Sports Park Charlotte, Florida



Charnow Park Hollywood, Florida

SEE NEW PROJECTS



FPL TAKES OVER THE 305 »
FPL SOLARNOW PARTICIPANT PERKS »
ENERGY STEM EDUCATION WITH GIRL SCOUTS »

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## **Social Media Posts**





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Virgin Trains USA's western expansion between Las Vegas and Southern California will remove 645 million pounds of carbon emissions per year virg.in/UzJ @GoBrightline @insideFPL







# **Social Media Advertising**



Going to St. Augustine for Nights of Lights? Stop by the St. Augustine Distillery for some history and grab some shade under the FPL SolarNow **FPL**solar**now** 

Learn More

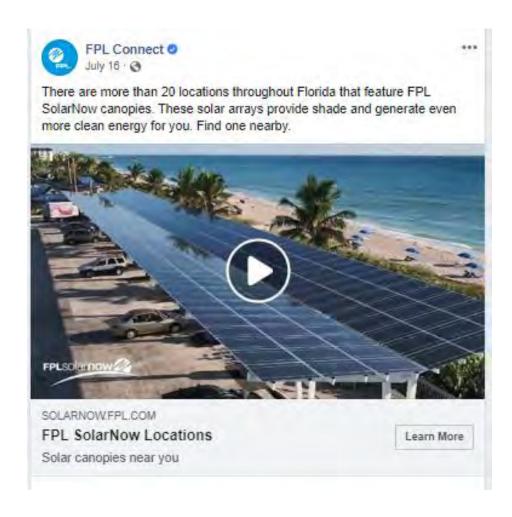
SOLARNOW.FPL.COM

A Taste of History in St. Augustine

Clean energy at the oldest city in the U.S.

Florida Power & Light Company Docket No. 20190190-EI Staff's First Data Request Request No. 8 Amended Attachment No. 7 Page 2 of 3

# **Social Media Advertising (continued)**





Florida Power & Light Company Docket No. 20190190-EI Staff's First Data Request Request No. 8 Amended Attachment No. 7 Page 3 of 3





#### **CHARNOW PARK**

300 Connecticut Street, Hollywood

#### **BROWARD COUNTY**

You can see beautiful ocean views at Charnow Park at Hollywood's Boardwalk. Whether you are planning a picnic or want to enjoy the balmy breezes, there's something for everyone here — and it's also home to three SolarNow trees that give you a shady spot to relax, all while creating clean, emissions-free solar power.

#### **VISIT CHARNOW PARK FOR:**







#### FUN FACTS ABOUT THE PARK:

- 300,000 annual visitors
- 13,700 FPL SolarNow participants in Broward County who supported this installation

LEARN MORE AT SOLARNOW.FPL.COM



Florida Power & Light Company Docket No. 20190190-E1 Staff's First Data Request Request No. 8 Amended Attachment No. 8 Page 2 of 8

# FROM OUR COMMUNITY:

"Charnow Park is right on the beach, so it's very popular. It's great to see that we now have three solar trees that give our visitors a shady spot, while creating clean energy."

Name Title

# PLANTING THE SEEDS FOR A BRIGHTER FUTURE.

FPL SolarNow solar trees and canopies are innovative solar structures created by the community, for the community. They provide shade and harness the power of the sun to generate emissions-free energy that benefits all of us, while encouraging future generations to learn more solar energy.

#### **About the FPL SolarNow Program**



Locations at parks, zoos and museums



Visitors annually to SolarNow locations



Solar trees and canopies around Florida



Energy generated through solar trees and canopies



Total number of participants





Zoobilee Feast with the Beasts

**Brew for** 

the Zoo



eveyrone's about the zoo's commitment to sustainability.

**VISIT NAPLES ZOO AT CARIBBEAN GARDENS FOR:** 

Zoo Yoga

Party for

the Planet



**Holiday Events** 



 2,550 FPL SolarNow participants in Collier County who supported this installation

LEARN MORE AT
SOLARNOW.FPL.COM



Florida Power & Light Company Docket No. 20190190-EI Staff's First Data Request Request No. 8 Amended Attachment No. 8

## FROM OUR COMMUNITY:

"This canopy serves as a teaching tool for all ages in our community: from teaching children the basics of converting sunshine to energy, to educating adults on the increasing need to conserve resources."

Director of Marketing and PR
Naples Zoo at Caribbean Gardens

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Solar trees and canopies around Florida



Energy generated through solar trees and canopies



Total number of participants







Florida Power & Light Compan Docket No. 20190190-EI Staff's First Data Request Request No. 8 Amended Attachment No. 8

## FROM OUR COMMUNITY:

"All of the children who come to Stars Recreation Center will now be able to see solar energy up close, since this popular spot is so visible in the community. Not only that, but parents can enjoy shaded parking, keeping their cars cool under the solar canopies. This community loves this center, and it is an added benefit to have solar energy on site for everyone who utilizes the facilities."

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Visitors annually to SolarNow locations



Solar trees and canopies around Florida



Energy generated through solar trees and canopies



Total number of participants



LEARN MORE AT SOLARNOW.FPL.COM





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# FROM OUR COMMUNITY:

"Kids and adults alike will see these solar trees and will become curious about solar energy. Solar technology is proven reliable, and it is imperative that, as a city, we make the transition to clean, renewable energy needed for the future of our planet."

— Manolo Reyes
 City of Miami Commissioner

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Total number of participants

