

**Jacob Veaghn**

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**From:** Jacob Veaghn on behalf of Records Clerk  
**Sent:** Tuesday, January 12, 2021 10:29 AM  
**To:** 'herzmidler@gmail.com'  
**Cc:** Consumer Contact  
**Subject:** RE: Docket No. 20200181; Modernize Florida's outdated efficiency practices

Good Morning, Jon Herz-Midler

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

Jacob Veaghn  
Commission Deputy Clerk I  
Florida Public Service Commission  
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Tallahassee, Florida 32399  
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850.413.6656

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

From: herzmidler@everyactioncustom.com <herzmidler@everyactioncustom.com>  
Sent: Tuesday, January 12, 2021 10:21 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Subject: Docket No. 20200181; Modernize Florida's outdated efficiency practices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 Most recently, this outdated approach led to power companies proposing goals of zero.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We can move beyond the outdated cost tests we've used to evaluate efficiency programs, which take real efficiency savings off the table.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,

Jon Herz-Midler

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