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November 29, 2025

Florida Public Service Commission

Docket No. 20250011-EI

2540 Shumard Oak Blvd.

Tallahassee, FL 32399

Re: Public Comment Opposing the Inclusion of Non-Essential Advertising Costs in Florida Power & Light's Rate Structure

To Whom It May Concern:

I am submitting this comment as a Florida resident and ratepayer who is deeply concerned about the continued and excessive advertising expenditures made by Florida Power & Light (FPL), a regulated monopoly utility from which I have no alternative provider.

As a captive customer, I cannot choose another electric company. Despite this, FPL deploys an overwhelming volume of advertising across television, streaming services, social media, and local platforms. These advertisements serve no competitive purpose, as consumers do not have the ability to switch providers. Instead, these expenditures appear designed solely to enhance FPL's corporate image, influence public perception, and indirectly strengthen the company's position in regulatory and political processes.

I am requesting that the Florida Public Service Commission:

1. Conduct a full review of FPL's advertising and public relations expenditures.
2. Require FPL to disclose which advertising costs are included in the revenue requirement passed on to ratepayers.
3. Prohibit or strictly limit the recovery of "image-building," branding, or promotional advertising costs from customers.
4. Ensure that only essential communications – such as outage updates, safety information, and conservation programs – are recoverable through rates.

5. Protect customers from bearing the financial burden of expenditures that do not improve service reliability, lower costs, or provide direct consumer benefits.

Given that FPL is a monopoly utility, allowing them to recover extensive advertising spending through customer rates represents an inappropriate use of ratepayer funds. It is unreasonable, unfair, and inconsistent with the obligations of a regulated monopoly that is expected to operate in the public interest.

I respectfully urge the Commission to take these concerns seriously and ensure that the final order in Docket 20250011-EI includes safeguards preventing FPL from passing unnecessary advertising costs on to Florida families.

Thank you for your time and attention to this matter. I appreciate the Commission's duty to protect the public interest and hope that meaningful action will be taken.

Sincerely,

Paige Herrington