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Gulf's Response to Staff's First Interrogatories  
Nos. 1–18

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 1  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-3, Exhibit JNF-1, Page 4 of 28, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**For the Community Energy Saver program, please explain the principle drivers for the variance of (\$247,474.37) in Outside Services for the period January 2020 - December 2020.**

**RESPONSE:**

The principle driver in Outside Services variance was the temporary suspension of field installations between March and July, 2020 in response to public health recommendations to limit person-to-person interactions.

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 2  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-3, Exhibit JNF-1, Page 4 of 28, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**For the Energy Select program, please explain the principle drivers for the variance of (\$48,128.53) in Payroll & Benefits for the period January 2020 - December 2020.**

**RESPONSE:**

The principle driver in the Payroll & Benefits variance for the Energy Select program was changes in payroll allocations for several Call Center representatives.

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 3  
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**QUESTION:**

**Please refer to Schedule CT-3, Exhibit JNF-1, Page 4 of 28, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**For the Energy Select program, please explain the principle drivers for the variance of (\$193,146.47) in Outside Services for the period January 2020 - December 2020.**

**RESPONSE:**

The principle driver in Outside Services variance for the Energy Select program was the temporary suspension of field installations between March and July, 2020 in response to public health recommendations to limit person-to-person interactions.

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 4  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-3, Exhibit JNF-1, Page 4 of 28, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**Please explain why nearly all of the Company's advertising expenses that were recorded in the period January 2020 - December 2020 were assigned to a single program, the Energy Select program. As part of your response, please address how the Company educates its customers and/or promotes all of the other residential and commercial/industrial rebate programs.**

**RESPONSE:**

The majority of the Company's advertising expenses for 2020 (\$326,048) were for the Residential Audit and Education program. Promotion of this program includes the Online Energy Survey through which customers can better understand their energy use and identify energy saving improvements. Gulf has traditionally focused the majority of advertising expenditures on this program to encourage customers to participate in the Energy Survey to learn about all rebates and programs the Company offers.

In addition to traditional advertising, the Company also promotes energy efficiency programs through the Company Newsletter, the Company website, the Call Center and Home Shows and expos.

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 5  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-3, Exhibit JNF-1, Page 4 of 28, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**For the Commercial Building Efficiency program, please explain the principle drivers for the variance of (\$29,490.54) in Payroll & Benefits for the period January 2020 - December 2020.**

**RESPONSE:**

The principle driver in the Payroll & Benefits variance for the Commercial Building Efficiency program was reductions in payroll allocations as this program ended in late 2020.

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 6  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-3, Exhibit JNF-1, Page 4 of 28, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**For the Commercial Building Efficiency program, please explain the principle drivers for the variance of \$71,938 in Incentives for the period January 2020 - December 2020.**

**RESPONSE:**

The principle driver for the variance in Incentives for the Commercial Building Efficiency program was higher than expected participation in the reflective roofing measure.

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 7  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-3, Exhibit JNF-1, Page 4 of 28, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**For the Commercial Demonstration and Development program, please explain the principle drivers for the variance of (\$24,340) in Outside Services for the period January 2020 - December 2020.**

**RESPONSE:**

The principle driver for the variance in Outside Services for the Conservation Demonstration and Development program was that Gulf did not initiate any projects during the year.



**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 8  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-3, Exhibit JNF-1, Page 4 of 28, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**For the Business HVAC program, please explain the principle drivers for the variance of (\$24,000) in Incentives for the period January 2020 - December 2020.**

**RESPONSE:**

The principle driver for the variance in the Business HVAC Incentive expenses was actual program participation falling below projections due to later than expected launch of program.

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 9  
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**QUESTION:**

**Please refer to Schedule CT-3, Exhibit JNF-1, Page 4 of 28, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**As a result of suspending conservation programs in 2020 due to COVID-related concerns, please describe the actions the Company took (e.g. reallocation of assignments, etc.) regarding the employees that normally perform administrative functions to support such programs. As part of your response, please address how the payroll-related costs for such employees were allocated during 2020.**

**RESPONSE:**

During the temporary suspension of field visits in response to public health recommendations, employees who perform administrative functions for the impacted programs continued most activities to support ongoing operations of the programs. Although field visits were suspended, program planning, adjustments in outreach and customer support did not warrant any changes in payroll-related costs.

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 10  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-3, Exhibit JNF-1, Page 4 of 28, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following question.**

**In 2020, the Commission approved a change in Gulf's DSM Plan that permitted the suspension of enrollments in the Company's conservation programs under specified conditions.**

**a. By program, please specify which conservation programs, if any, had enrollments suspended in 2020.**

**b. Please identify the additional (or incremental) costs that were incurred to implement the changes to Gulf's DSM Plan. As part of your response, please address where such costs are reflected in the May 3, 2021, true up filing.**

**RESPONSE:**

**a. No programs had enrollments suspended in 2020 due to achievement of annual energy and demand savings goals.**

**b. No incremental costs were incurred since no programs were suspended.**

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 11  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-6, Exhibit JNF-1, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**On Page 17 of 28, the Company states that it launched the new Residential HVAC program. Please answer the following:**

- a. Please describe the actions the Company took to launch this program. As part of your response, please identify the marketing channels the Company used for this purpose.**
- b. Schedule CT-3 indicates that none of the Company's advertising expenses that were recorded in the period January 2020 - December 2020 were assigned to this program. Please identify what launch-related expenses were incurred, and what plans the Company has for recovering these expenses.**

**RESPONSE:**

- a. The Residential HVAC program is designed to provide heat pump installations through Participating Independent Contractors (PICs). To launch the program, Gulf began the recruitment of PICs by mailing a letter to every licensed HVAC contractor in Gulf's service area announcing the end of the old program, outlining the beginning of the new HVAC program, and encouraging them to participate in the program as a Participating Independent Contractor (PIC). The Company followed up with a personal phone call to each contractor to discuss and explain the new program, answer any concerns, and influence them to register as a Participating Independent Contractor. Gulf also changed the company website to address the end of the old program and the announcement of our new program to create interest among our customers and drive them to request HVAC contractors to register in the program.
- b. The cost of printing and mailing the 164 letters was recovered in the program costs in "Other". The costs of salaries for phone calls and website updates were also covered in the program costs in "Payroll & Benefits".

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 12  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-6, Exhibit JNF-1, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**On Page 17 of 28, the Company states that no participants enrolled in the new Residential HVAC program in 2020. Please answer the following:**

- a. Please describe the actions the Company took in November 2020 and December 2020 to attract participants.**
- b. Please describe all additional actions the Company has taken in 2021 to attract participants.**
- c. Through the first quarter of 2021, or as of the latest date that information is available, please state the number of participants that have enrolled in the new Residential HVAC program.**

**RESPONSE:**

- a. To participate in the Residential HVAC program, customers must use a Participating Independent Contractor (PIC) to install their new Heat Pump system. Since most customers make a decision about upgrading their HVAC system when their current system fails, HVAC contractors are often in the best position to facilitate efficiency upgrades for a customer. Gulf mailed a letter to every HVAC contractor announcing the end of the old program, outlining the beginning of the new HVAC program, and encouraging them to participate in the program as a Participating Independent Contractor (PIC). The Company program manager followed up with a personal phone call to each contractor to discuss and explain the new program, answer any concerns, and influence them to register as a Participating Independent Contractor. Gulf also changed the company website to address the end of the old program and the announcement of our new program to create interest among our customers and drive them to request HVAC contractors to register in the program.
- b. Additional phone calls were made to those HVAC contractors who had not registered to discuss and explain the details of the new program. Emails were sent with specifics to help them return the appropriate forms to register in our program. The new HVAC program currently has 36 Participating Independent Contractors registered and participating.
- c. There have been 136 participants enrolled in the new Residential HVAC program between January and June 2021.

**QUESTION:**

Please refer to Schedule CT-6, Exhibit JNF-1, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.

On Page 18 of 28, the Company states that it launched the new Residential Ceiling Insulation program. Please answer the following:

- a. Please describe the actions the Company took to launch this program. As part of your response, please identify the marketing channels the Company used for this purpose.
- b. Schedule CT-3 indicates that none of the Company's advertising expenses that were recorded in the period January 2020 - December 2020 were assigned to this program. Please identify what launch-related expenses were incurred, and what plans the Company has for recovering these expenses.

**RESPONSE:**

- a. The Residential Ceiling Insulation program is designed to provide qualifying insulation installations through Participating Independent Contractors (PICs). To launch the program, Gulf began the recruitment of PICs by mailing a letter to every licensed insulation contractor in Gulf's service area announcing the new insulation program, and encouraging them to participate in the program as a Participating Independent Contractor (PIC). The Company followed up with a personal phone call to each contractor to discuss and explain the new program, answer any concerns, and influence them to register as a Participating Independent Contractor. Gulf also changed the company website to include information on the new program to create interest among our customers and drive them to request insulation contractors to register in the program.
- b. The cost of printing and mailing the 43 letters was recovered in the program costs in "Other". The costs of salaries for phone calls and website updates were also covered in the program costs in "Payroll & Benefits".

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Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 14  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-6, Exhibit JNF-1, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**On Page 18 of 28, the Company states that no participants enrolled in the new Residential Ceiling Insulation program in 2020. Please answer the following:**

- a. Please describe the actions the Company took in November 2020 and December 2020 to attract participants.**
- b. Please describe all additional actions the Company has taken in 2021 to attract participants.**
- c. Through the first quarter of 2021, or as of the latest date that information is available, please state the number of participants that have enrolled in the new Residential Ceiling Insulation program.**

**RESPONSE:**

- a. To participate in the Residential Ceiling Insulation program, customers must (with limited exceptions) use a Participating Independent Contractor (PIC) to install their Installation. Because this was a new program, the Company program manager mailed a letter to every insulation contractor in Gulf's service area announcing the new Ceiling Insulation program, and encouraging them to participate in the program as a Participating Independent Contractor (PIC). The program manager followed up with a personal phone call to each contractor to discuss and explain the new program, answer any concerns, and influence them to register as a Participating Independent Contractor. Gulf also changed the Company website to announce the new program to create interest among customers and drive them to request insulation contractors to register in the program. This program does allow for customers to self-install their insulation according to the Program Standards.
- b. Additional phone calls were made to those insulation contractors who had not registered to discuss and explain the details of the new program. Emails were sent with specifics to help them return the appropriate forms to register in our program. The new Ceiling program currently has three Participating Independent Contractors registered and participating.
- c. There have been six participants enrolled in the new Residential Ceiling program between January and June 2021.

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Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 15  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-6, Exhibit JNF-1, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**On Page 19 of 28, the Company states that it launched the new Residential High Efficiency Pool Pump program. Please answer the following:**

- a. Please describe the actions the Company took to launch this program. As part of your response, please identify the marketing channels the Company used for this purpose.**
- b. Schedule CT-3 indicates that none of the Company's advertising expenses that were recorded in the period January 2020 - December 2020 were assigned to this program. Please identify what launch-related expenses were incurred, and what plans the Company has for recovering these expenses.**

**RESPONSE:**

- a. To participate in our Residential High-Efficiency Pool Pump Program, customers must (with limited exception) use a Participating Independent Contractor (PIC) to install their new high-efficiency pool pump system. Because this was a new program, the Company program manager mailed a letter to every pool contractor and pool equipment supplier announcing the beginning of the new High-Efficiency Pool Pump program and encouraging them to participate in the program as a Participating Independent Contractor (PIC). The program manager followed up with a personal phone call to each contractor to discuss and explain the new program, answer any concerns, and influence them to register as a Participating Independent Contractor. Gulf also changed the Company website to announce the new program to create interest among customers and drive them to request pool companies and contractors to register in the program. This program does allow for customers to self-install their high-efficiency pool pump according to the Program Standards.
- b. The cost of printing and mailing the 121 letters was recovered in the program costs in "Other". The costs of salaries for phone calls and website updates were also covered in the program costs in "Payroll & Benefits".



**QUESTION:**

**Please refer to Schedule CT-6, Exhibit JNF-1, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**On Page 19 of 28, the Company states that no participants enrolled in the new Residential High Efficiency Pool Pump program in 2020. Please answer the following:**

- a. Please describe the actions the Company took in November 2020 and December 2020 to attract participants.**
- b. Please describe all additional actions the Company has taken in 2021 to attract participants.**

**Through the first quarter of 2021, or as of the latest date that information is available, please state the number of participants that have enrolled in the new Residential High Efficiency Pool Pump program.**

**RESPONSE:**

- a. To participate in our Residential High-Efficiency Pool Pump program, customers must (with limited exceptions) use a Participating Independent Contractor (PIC) to install their high-efficiency pool pump system. Because this was a new program, a letter was mailed to every pool contractor and pool equipment supplier announcing the beginning of the new program and encouraging them to participate in the program as a Participating Independent Contractor (PIC). These letters were followed up with personal phone calls to each contractor to discuss and explain the new program, answer any concerns, and influence them to register as a Participating Independent Contractor. Gulf also changed the Company website to announce the new program to create interest among our customers and drive them to request pool companies and contractors to register in the program. This program does allow for customers to self-install their insulation according to the Program Standards.
- b. Additional phone calls were made to those Pool contractors and companies who had not registered to discuss and explain the details of the new program. Emails were sent with specifics to help them return the appropriate forms to register in our program.
- c. There have been 25 participants enrolled in the new Residential High-Efficiency Pool Pump program between January and June 2021.

**Gulf Power Company  
Docket No. 20210002-EG  
Staff's 1st Set of Interrogatories  
Interrogatory No. 17  
Page 1 of 1**

**QUESTION:**

**Please refer to Schedule CT-6, Exhibit JNF-1, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**On Page 24 of 28, the Company states that it launched the new Business HVAC program. Please answer the following:**

- a. Please describe the actions the Company took to launch this program. As part of your response, please identify the marketing channels the Company used for this purpose.**
- b. Schedule CT-3 indicates that none of the Company's advertising expenses that were recorded in the period January 2020 - December 2020 were assigned to this program. Please identify what launch-related expenses were incurred, and what plans the Company has for recovering these expenses.**

**RESPONSE:**

- a. Gulf's Business Customer Advisors have shared our new Business HVAC program with their business contacts for consideration in their future projects. The Company created web pages outlining the Business HVAC program and each of the new measures included. The Company also included Brochures, Primers, and Technical Briefs on our web pages to provide details about the different technologies in the Business HVAC program. Business projects take considerable time to develop and be completed. The Business HVAC programs are new and gaining interest. As Customer Advisors reach out to business contacts and they submit projects or request more information, the advisors make presentations and educate them on the benefits of the program.
- b. The costs of salaries for phone calls and website updates were covered in the program costs.

**QUESTION:**

**Please refer to Schedule CT-6, Exhibit JNF-1, of Gulf's May 3, 2021, filing in Docket No. 20210002-EG to answer the following questions.**

**On Page 17 of 28, the Company states that no participants enrolled in the new Residential HVAC program in 2020. Please answer the following:**

- a. Please describe the actions the Company took in November 2020 and December 2020 to attract participants.**
- b. Please describe all additional actions the Company has taken in 2021 to attract participants.**
- c. Through the first quarter of 2021, or as of the latest date that information is available, please state the number of participants that have enrolled in the new Business HVAC program.**

**RESPONSE:**

- a. Gulf Business Customer Advisors have shared the new Business HVAC program with their business contacts for consideration in their future projects. Gulf created web pages outlining the Business HVAC program and each of the new measures included. The Company also included Brochures, Primers, and Technical Briefs on our web pages to provide details about the different technologies in the Business HVAC program. Business projects take considerable time to develop and be completed. The Business HVAC programs are new and gaining interest.
- b. As Customer Advisors reach out to their business contacts and they submit projects or request more information, the advisors make presentations and educate them on the benefits of the program.
- c. We have compared 17 projects to the Program Standards and six participants have qualified to participate in the new Business HVAC program.