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MW-5, Omitted from CELO Institute & Vote
Solar Pre-Filed Direct Exhibits.

QUESTION:

Please refer to Witness Silagy's direct testimony at p. 22, lines 11-13. Please state the amount of shareholder funds allocated to additional advertising for each program listed; how this compares to existing budgets for advertising for each program; and whether this additional funding led to an increase in enrollment in these programs.

RESPONSE:

In 2020, FPL executed a nearly \$2.5 million shareholder-funded advertising campaign to enhance awareness of the numerous ways the company was providing support to customers experiencing hardship during the coronavirus (COVID-19) pandemic. This shareholder-funded advertising campaign was not allocated to individual programs but, rather, the advertising campaign directed customers to the Company's assistance webpage, which included information regarding FPL's Care To Share program, as well as information regarding numerous third-party agencies that help customers both secure federal funding through the Low-Income Home Energy Assistance Program (LIHEAP) and participate in weatherization programs.

As indicated in the table below, direct page views FPL.com/Help increased more than a hundredfold in 2020 as compared to 2019. In fact, nearly 45% of all traffic to this webpage in 2020 occurred during the advertising campaign in April and May. As indicated in the table below, total LIHEAP and Care To Share dollars received increased in 2020 as compared to 2019. So, too, did the average payment per customer for both programs.

FPL's existing advertising budget to promote energy efficiency tips was nearly \$9 million in 2020 and recovered through the Energy Conservation Recovery Clause (ECCR). FPL also has a \$25,000 annual budget (recovered through the ECCR) specifically to promote low-income energy savings events, which include weatherization of homes for low-income customers. Due to COVID-19 safety concerns, FPL did not conduct its Power To Save events in 2020. Still, participation the Low-Income Weatherization Program increased in 2020 as compared to 2019, as indicated in the table below. FPL does not have an existing advertising budget to specifically promote LIHEAP or Care To Share, and instead executes targeted communication to customers and partner agencies throughout the year.

Year	FPL.com/Help ⁽¹⁾	LIHEAP			Care To Share			Low-Income Weatherization Customers
		Dollars Received	Recipients	Average per customer	Dollars Received	Recipients	Average per customer	
2019	1,256	\$22,573,506	69,956	\$322.68	\$905,263	2,892	\$313.02	2,796
2020	173,008	\$28,806,573	64,858	\$444.15	\$1,002,973	2,922	\$343.25	3,137

(1) Represents direct page views to FPL.com/Help; total page views in 2020 surpassed 830,000