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DEF's Response to Staff's
Second Set of Interrogatories
Nos. 11-12

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Energy conservation cost recovery clause.	DOCKET NO. 20220002-EG DATED: AUGUST 24, 2022
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**DUKE ENERGY FLORIDA, LLC'S
RESPONSE TO STAFF'S SECOND SET OF INTERROGATORIES (NOS. 11-12)**

Duke Energy Florida, LLC ("DEF") responds to the Staff of the Florida Public Service Commission's ("Staff") Second Set of Interrogatories (Nos. 11-12), as follows:

11. Please refer to Schedule CT-2, Page 2 of 4, in Exhibit KR-1T from DEF's May 2, 2022 filing in Docket No. 20220002-EG. Line 15 reflects that the Company recorded \$270,865 in Advertising expenses. Please answer the following:

A. Explain how conservation programs are being advertised to customers.

Response:

Conservation programs are being advertised to customers via utilizing mass media channels such as billboards, TV, radio, newspapers, and online search engines. Advertising also includes bill inserts, Duke Energy website, social media, outbound calling, and direct emails.

B. Explain how costs for advertising are appropriate/essential for conservation programs.

Response:

Expenses for advertising are driven and allocated to programs based on the need to increase participation for conservation programs. Advertising is essential to increase program participation and target specific customers.

12. Please refer to Schedule CT-2, Page 2 of 4, in Exhibit KR-1T from DEF's May 2, 2022 filing in Docket No. 20220002-EG. On Line 4, an advertising expense of \$59,564 is recorded for the Better Business program. Please answer the following:

A. Explain, consistent with Rule 25-17.015(5)(a), Florida Administrative Code, the specific problem being addressed with the advertisement materials for this program.

Response:

The specific problem being addressed with advertisement materials for the Better Business Program is providing ways for customers to reduce demand charges and save on energy costs.

- B. Explain, consistent with Rule 25-17.015(5)(b), Florida Administrative Code, how the specific problem referenced in the sub-part (a) response above, is being corrected with the advertisement materials for this program.

Response:

The problem is being corrected with guidance provided by DEF energy assessors who meet with customers to provide expert guidance on ways to reduce demand charges and save on energy costs. The problem is also being corrected through technical support provided on the Duke Energy website on projects and energy saving ideas.

- C. Explain, consistent with Rule 25-17.015(5)(c), Florida Administrative Code, how direction is being provided to obtain help to alleviate the specific problem referenced in the sub-part (a) response above, with the advertisement materials for this program.

Response:

Direction is being provided through guidance provided by DEF energy assessors who meet with customers and provide expertise on ways to reduce demand and save on energy. Direction is also being provided through technical support on projects and energy saving ideas.