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FPL's Response to Staff's  
Second Set of Interrogatories  
No. 16

**QUESTION:**

Please refer to Schedule CT-2, Page 4 of 23, in Exhibit JNF-1, from FPL's May 2, 2022 filing in Docket No. 20220002-EG. Line 1 reflects that the Company recorded \$7,322,755 in Advertising expenses for the Residential Home Energy Survey 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.
- 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.
- 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:**

- a. The Residential Home Energy Survey advertising addresses the problem of higher than normal bills and usage, particularly during the summer months when customer usage is typically higher.
- b. The Residential Home Energy Survey program advertising provides information on correcting the problem with tools and tips to help customers save energy and money. The FPL Energy Manager tool gives customers information needed to monitor, analyze, and even simulate their energy use so they can take control in order to save energy and money.
- c. The advertising directs customers to go online to [FPL.com/Take Control](https://www.fpl.com/take-control) to learn how to use the tool and get tips on actions they can take to lower their energy use and their bills.