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FPUC's Response to Staff's
Second Set of Interrogatories
Nos. 8-10

Interrogatory No. 8

RESPONSES TO INTERROGATORIES

8. Please refer to Schedule CT-2, Page 2 of 3, in Exhibit DMC-1 from FPUC's May 2, 2022 filing in Docket No. 20220002-EG, reflecting that the Company recorded \$45,076 in Advertising expenses. Please answer the following:

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

Company Response:

Conservation programs are being advertised utilizing different media platforms available to reach its customers and potentially new customers. The Company advertises its Energy Conservation programs using traditional media such as radio, billboards and outdoor banners, bill inserts and print ads with various publications. The Company also promotes its Energy Conservation programs on its website, in email communications to customers and through other digital and online advertising opportunities.

Respondent: Derrick M. Craig

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

Company Response:

The Company believes that advertising is essential to be able to reach and educate our existing and potentially new customers regarding the energy conservation benefits of natural gas. As addressed in Interrogatory 9, these costs are necessary to increase customers' awareness and understanding of the availability of the Company's energy conservation programs.

Respondent: Derrick M. Craig

Interrogatory No. 9

9. Please refer to Schedule CT-2, Page 2 of 3, in Exhibit DMC-1 from FPUC's May 2, 2022 filing in Docket No. 20220002-EG. Line 7 reflects that the Company recorded \$13,973 in Advertising expenses for the Residential Heating and Cooling Upgrade 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.

Company Response:

The Company's advertisement materials for its Residential Heating and Cooling upgrade program address problems regarding both the high cost of energy and energy efficient appliances.

Respondent: Derrick M. Craig

- 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.

Company Response:

The Company's energy conservation advertisements serve both to inform customers and increase awareness about its energy conservation programs and the associated incentives that reduce the cost of energy efficient appliances.

Respondent: Derrick M. Craig

- 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.

Company Response:

On all of its Energy Conservation advertising, the Company provided the customer with contact information, whether through a phone number, website address or mobile QR code.

Respondent: Derrick M. Craig

Interrogatory No. 10

10. Please refer to Schedule CT-2, Page 2 of 3, in Exhibit DMC-1 from FPUC's May 2, 2022 filing in Docket No. 20220002-EG, which reflects that the Company recorded \$9,820 in Other expenses charged to the "Common" cost category. Please describe these costs and explain how the amount was calculated.

Company Response:

The costs recorded in Other expenses to the Common cost category include expenses for Memberships and Subscriptions and Uniforms. Most of these expenses are distributions that are allocated using a pre-determined allocation matrix that is based on the department responsible for that expense.

Respondent: Derrick M. Craig