

**JEA's 2022 DSM Annual Report to the Florida Public Service Commission  
STAFF'S FIRST DATA REQUEST**

April 25<sup>th</sup>, 2023

Florida Public Service Commission  
Office of the Commission Clerk  
2540 Shumard Oak Blvd.  
Tallahassee, FL 32399-0850

**Re: Staff's First Data Request – JEA's 2022 DSM Annual Report**

Dear Mr. Barrett,

Please find below JEA's responses to the questions that arose from the staff's initial review of JEA's 2022 DSM Annual Report submitted March 1<sup>st</sup>, 2023.

1. Please provide an Excel file (spreadsheet), in electronic format with cell formulas, of the 2022 Report.

JEA Response:

The Excel file titled **FECA\_2022\_Annual\_Report\_Worksheets-(Final Calc)**, in electronic format including cell formulas, of the 2022 DSM Annual Report is attached in a separate email as requested.

2. Please answer the following regarding federal energy efficiency standards and Florida Building Code requirements.
  - A. Please describe how JEA has changed the way it monitors current federal energy efficiency standards and Florida Building Code requirements, compared to the methods it used in 2021, if applicable.

JEA Response:

JEA continued to use the same methodology in 2022 for monitoring upcoming and potential changes to building codes and appliance energy efficiency standards that it used in 2021.

- B. What impact, if any, did changes in federal or state standards have on the cost effectiveness of conservation programs in 2022?

JEA Response:

JEA does not believe that changes in the Federal or State Standards had an impact on the cost effectiveness of conservation programs in 2022 as compared to 2021.

- C. If applicable, what existing programs are under review for modification in 2023 to reflect changes to federal or state standards?

JEA Response:

The Energy Efficiency Products (EEP) Program is currently under review for potential modification due to the change in the residential lighting standards. The Residential Energy Upgrade (REU) Program has changed the SEER rating to SEER2 rating levels and increased the required rating with the change in code. JEA will continue to review opportunities to provide measures that are economically feasible and of value to the customer. Barring the changes above, JEA is not projecting any necessary changes to any of the other current DSM programs that we offer.

In addition, JEA is in the process of collaborating with the other Florida Energy Efficiency and Conservation Act (“FEECA”) utilities to develop the next Technical Potential Study (“TPS”) which will support the DSM Goals and Plans for the upcoming 2025 cycle. The TPS factors in the impact of building code and appliance energy efficiency standards for each of the measures included in the study.

3. Please answer the following regarding JEA’s conservation research and development (CRD) initiatives that evaluate emerging DSM opportunities:

- A. Identify and describe any new CRD initiatives that were launched in 2022.

JEA Response:

JEA did not initiate any new Conservation Research and Development (“CRD”) Initiatives in 2022.

- B. Provide updates on the status of all on-going CRD initiatives that began before 2022, and if applicable, attach interim and/or final reports on work completed in 2022.

JEA Response:

JEA does not have any on-going CRD initiatives that began prior to 2022.

4. Please answer the following regarding marketing and outreach efforts in 2022:

- A. Describe the marketing and outreach methods and techniques the utility used to promote all demand and energy conservation programs in 2022. Address in your response whether any of these efforts were changed or modified in 2022, compared to prior years.

JEA Response:

JEA has used a variety of marketing channels to highlight good grid management and opportunities for customers to conserve electricity. These include its website ([jea.com](http://jea.com)), direct email, social media and local television, radio, and digital/streaming advertising.

JEA's website hosts an extensive list of ways to save, broken down by season, at [jea.com/waystosave](http://jea.com/waystosave). We have provided seasonal tips along with information about JEA-provided tools to proactively manage consumption, such as [My JEA Utility Tracker](#) and Daily Usage Graph, through social media campaigns on an evergreen basis. JEA also significantly revamped its residential and business rebates in 2022 with a broader array of offerings, available at [jea.com/rebates](http://jea.com/rebates) (residential) and [jea.com/businessrebates](http://jea.com/businessrebates) (business). JEA also promotes the availability of on-site energy efficiency assessments for residential and commercial customers.

Of special note, JEA's electric vehicle concierge service, [JEA Drive Electric](#), also provides financial incentives for off-peak charging and EV charging upgrades, both in the form of rebates.

Excepting the revamped residential and business rebates offerings, there have been no significant changes to the above promotional programs. Specific to the energy assessment program, JEA continued to recruit local trades as allies to provide services for the customers.

- B. Describe the marketing and outreach efforts in 2022 that specifically promoted JEA's Low Income Programs.

JEA Response:

JEA canvases previously identified neighborhoods through census tracts/blocks. JEA's implementer enters a neighborhood and knocks on doors to make residents aware of the program. If no one is at home a door hanger is left to encourage the residents to contact JEA for the weatherization services. JEA focuses this on areas that have over 50% of the residents below 150% of the federal poverty level.

JEA also promotes the availability of nonprofit community-based utility bill assistance programs, including its own Neighbor to Neighbor donation program, through [jea.com/assistance](http://jea.com/assistance) and [jea.com/communityresources](http://jea.com/communityresources). These programs are amplified through social media and direct email promotions.

- Identify JEA’s partnerships with government and non-profit agencies in 2022 designed to help identify low-income neighborhoods and educate customers on conservation opportunities. Address in your response whether any of these partnerships were new, changed, or modified in 2022, compared to prior years.

JEA Response:

JEA continues to partner with multiple government and non-profit agencies in 2022 that provide direct and indirect financial assistance to customers in addition to conservation-based education through JEA’s internally developed “edutainment” presentation titled ‘**Savings without Sacrifice.**’ The goal of the presentation is to help the homeowner understand the biggest users of energy and water inside and outside the home and suggest practical behavioral changes along with capital improvements that will help the homeowner actively manage and control their Utilities.

- On Page 6 of 10 in the utility’s Report, information is provided about JEA’s Residential Energy Audits program. Please complete the following table regarding the number of residential audits conducted in 2022, by type.

Utility	Residential Audits by Type			
	Walk-Through, BERS, and Computer Assisted	Online	Phone	Total
JEA	4,758	7,629		12,387

- On Page 9 of 10 in the utility’s Report, information is provided about JEA’s Commercial Energy Audit program. Please complete the following table regarding the number of commercial audits conducted in 2022, by type.

Utility	Commercial / Industrial Audits by Type		
	Walk-Through, BERS, and Computer Assisted	Online	Total
JEA	320	0	320

8. Please answer the following regarding the Residential Solar Water Heating program on page 7 of the Report:

A. Since 2020, the program has not had any participants. How does the company plan to increase participation moving forward?

JEA Response:

JEA will continue to offer the Residential Solar Water Heating program via the JEA.com website and through social media. JEA is actively recruiting and polling solar water heater contractors to better help us identify Customers who would benefit and be influenced the most by the incentive.

B. Describe the marketing and outreach methods and techniques used to promote this program.

JEA Response:

JEA utilizes its website, social media and national contractor network to market and promote our Residential Solar Water Heating program in equal measure to the rest of our electric DSM portfolio.

9. Page 8 of the Report features information for the Neighborhood Energy Efficiency (NEE) program, showing actual participation for the program was above the projected number of participants. What factors does the utility credit to its success in attracting more participants than estimated?

JEA Response:

JEA's NEE Program, through its successful neighborhood canvassing ("blitz") approach, continues to attract more participants every year expending all the funds allocated to the program. Its popularity is confirmed through Customer surveys that continually come back with high satisfaction scores.

In addition, we find that some Customers are not able to receive the Attic insulation component because they don't meet the installation requirements, which ultimately frees up the budget to allow additional homes to be weatherized increasing our program participants.

Please do not hesitate to contact me if you have any questions or concerns.

Thank you,

*/s/Brian Pippin*

**Brian Pippin**

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