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June 14, 2023

**VIA: ELECTRONIC TRANSMISSION**

Mr. Jacob Imig  
Attorney  
Florida Public Service Commission  
Room 390L – Gerald L. Gunter Building  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

Re: Energy Conservation Cost Recovery Clause  
FPSC Docket No. 20230002-EG

Dear Mr. Imig:

Attached is a copy of Tampa Electric Company's Responses to Staff's First Set of Interrogatories (Nos. 1-4), propounded and served by electronic mail on May 31, 2023.

Thank you for your assistance in connection with this matter.

Sincerely,

A handwritten signature in blue ink that reads 'Malcolm N. Means'.

Malcolm N. Means

MNM/bml  
Attachment  
cc: All parties of record

## **CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that a true and correct copy of the foregoing Responses, served on behalf of Tampa Electric Company, has been furnished by electronic mail on this 14<sup>th</sup> day of June 2023 to the following:

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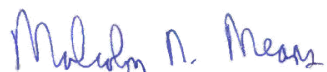
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ATTORNEY

**TAMPA ELECTRIC COMPANY  
DOCKET NO. 20230002-EG  
STAFF'S FIRST SET OF  
INTERROGATORIES  
INTERROGATORY NO. 1  
BATES PAGE(S): 1 - 3  
FILED: JUNE 14, 2023**

1. On Page 3 of 4, a positive variance of \$249,883 is recorded for the Advertising expense of the Residential Walk-Through Energy Audit program in 2022.

- a. Was a new advertising method or resource launched to promote this program in 2022? Please provide an explanation of this variance.
- b. Describe how TECO measures the effectiveness of its efforts to promote its energy conservation programs through advertising.

**A.**

- a. No, a new advertising method or resource was not launched to promote this program in 2022. The reason for the positive variance in advertising expense of the Residential Walk-Through Energy Audit program in 2022 was due to focusing more advertising on this program. The company chose to focus more emphasis on promoting this program due to the suspension of nonessential face-to-face activities due to the COVID pandemic from March 16, 2020, through November 2021 and then again from January 3, 2022, through January 30, 2022, due to the Omicron Variant which affected the offering of this program. The Energy Audit is the company's "umbrella" program that encourages customers to schedule time with one of the company's energy analysts to inspect the customer's home or business, so they can identify areas of opportunity where customers can conserve energy, including educating customers on other conservation programs they can take advantage of.
- b. Tampa Electric measures the effectiveness of its efforts to promote its energy conservation through advertising in several ways. The first and foremost measurement is gauging how the company is performing toward achieving the annual DSM demand and energy goals approved by the Commission. The company also uses the following other methods for tracking performance of advertising:
  - For television ("TV"), cable, radio, digital and print communications Tampa Electric's Corporate Communications department works closely with its Tampa-based corporate advertising agency of record to research, develop and produce these advertising campaigns and communications. In support of these campaigns and communications, the company leverages Tampa Electric's website, customer bill inserts, social media and community events to promote and encourage customers to inquire about participation in Tampa

**TAMPA ELECTRIC COMPANY  
DOCKET NO. 20230002-EG  
STAFF'S FIRST SET OF  
INTERROGATORIES  
INTERROGATORY NO. 1  
BATES PAGE(S): 1 - 3  
FILED: JUNE 14, 2023**

Electric's DSM programs. Together, the agency, Corporate Communications, Regulatory and others throughout the company monitor the effectiveness of the advertising campaign and communications. New advertising campaigns and refined creative messaging are developed after significant use of a given campaign determines the reach and frequency has been met or exceeded or if the effectiveness of the campaign starts diminishing.

- Tampa Electric tracks performance metrics which includes online impressions delivered, number of clicks and click-thru rates that verify and ensure that ads placed consistently exceed "industry and service provider" benchmarks. Reports are also developed that provide the number of cable TV and radio spots that air, including tear sheets for any print ads placed. All radio, cable TV and newspapers must over-index against the target demographic in the counties served. Customer inquiries and participation are tracked and adjustments to messaging and online forms are made as necessary. Because media costs vary throughout the year, a cost comparison is completed each quarter to ensure a set number of impressions are obtained without exceeding the budget.
- Tampa Electric requires the advertising agency to provide recommendations and quarterly advertising plans based on the budget provided by the company. These recommendations and advertising plans will include the planned placement of media through various channels including cable TV, local radio, Internet sites and newspapers that optimize delivery to match the company's target audience. At the end of each month, the agency provides Tampa Electric with proof of performance.
- Tampa Electric's Corporate Communications department also promotes energy-efficiency programs through sports advertising that optimizes delivery to match the company's target audiences and to associate the company's brand and DSM program offering with other positive brands that include the Tampa Bay Buccaneers football, Tampa Bay Lightning hockey, and the University of South Florida football and basketball. At the end of each season, the company receives proof of performance metrics from these sports affiliates. Tampa Electric also leverages these relationships on social media to encourage participation in the company's DSM programs.

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DOCKET NO. 20230002-EG  
STAFF'S FIRST SET OF  
INTERROGATORIES  
INTERROGATORY NO. 1  
BATES PAGE(S): 1 - 3  
FILED: JUNE 14, 2023**

- Tampa Electric's Corporate Communications department utilizes internal and external channels throughout the year to promote Tampa Electric's energy-efficiency programs. Internal channels include Intranet sites, an internal TV network and email. External channels include the Tampa Electric's website, blogs, social media (Facebook and Twitter), bill messages, envelope messages, e-mail as well as community events.

**TAMPA ELECTRIC COMPANY  
DOCKET NO. 20230002-EG  
STAFF'S FIRST SET OF  
INTERROGATORIES  
INTERROGATORY NO. 2  
BATES PAGE(S): 4 - 5  
FILED: JUNE 14, 2023**

2. On Page 3 of 4, a negative variance of \$2,615,471 is recorded for Incentives in the Neighborhood Weatherization program in 2022.

- a. Please provide an explanation of this variance.
- b. Describe how eligible customers were made aware of this program in 2022. Address in your response why it appears that no advertising expenses were allocated to promote this program.

**A.**

- a. There are two reasons why the Neighborhood Weatherization program experienced a negative variance in 2022.

The main reason for this variance in incentives is due to less backlog work follow-up than projected. From March 16, 2020, through November 8, 2021, Tampa Electric had suspended non-essential operations with customers that required face-to-face interactions (on-site) which applied to several portions of this program. When the company prepared the projection for 2022 in 2021, it anticipated a large backlog of work from the waitlist that was started through this suspension of face-to-face activities. When the company reinitiated these suspended activities on November 8, 2021, and began working through the backlog of work, there was less follow up than projected which contributed to this variance.

The second reason for this negative variance is due to the process changes the company made in the delivery of this program in 2019. These process changes continue to streamline the delivery of the program and reduce its overall costs.

- b. Tampa Electric utilizes a multi-pronged communication and education approach to ensure eligible customers are aware of, understand and have access to participate in the Neighborhood Weatherization program. The communication and education methods the company uses include the following:
  - Door-to-door advertising in low-income neighborhoods recognized by the US census bureau. When the company is having Neighborhood Weatherization work done in a low-income

**TAMPA ELECTRIC COMPANY  
DOCKET NO. 20230002-EG  
STAFF'S FIRST SET OF  
INTERROGATORIES  
INTERROGATORY NO. 2  
BATES PAGE(S): 4 - 5  
FILED: JUNE 14, 2023**

neighborhood, the company will go door-to-door to educate customers on the availability of programs that Tampa Electric offers.

- Tampa Electric uses wraps on the company's vehicles utilized within the neighborhoods that has the name of the "Neighborhood Weatherization Program" and how to participate.
- Tampa Electric Energy Management Services Team Members participate in local community events, fairs and trade shows to educate customers on DSM programs and how to participate.
- Tampa Electric partners with Neighborhood Service Centers, Senior Outreach Centers and Elder Affairs offering educational video and brochures. In these centers, the hosting center will frequently display poster size information in the customer lobby with program details that the customers can take advantage of.
- Tampa Electric utilizes social media such as Facebook, social media tweets and press releases to communicate the company's DSM programs.
- Tampa Electric Team Members also volunteer with non-profit organizations delivering the program and will participate in neighborhood events and community sweeps for neighborhood improvements at various times during each year.



**TAMPA ELECTRIC COMPANY  
DOCKET NO. 20230002-EG  
STAFF'S FIRST SET OF  
INTERROGATORIES  
INTERROGATORY NO. 3  
BATES PAGE(S): 6  
FILED: JUNE 14, 2023**

- 3.** Please answer the following questions regarding the LED Street and Outdoor Conversion program on Page 2 of 4.
- a. Please explain why \$0 dollars were recorded in 2022 for Payroll and Benefits.
  - b. Please identify what items were recorded in \$4,110,634 expense for "Other" in 2022.
  - c. Please explain why (\$58,333) in program revenues were recorded in 2022 for this program.

**A.**

- a. No other costs beyond the recovery of the remaining net book value, less any salvage value proceeds, of the luminaires that were converted during the year are allowed to be charged to this program. This follows the program's design in Docket No. 20170199-EI which was approved by the Commission in Order No. PSC-2018-0110-PAA-EI.
- b. The items that make up the recorded \$4,110,634 of expenses in the "Other" category is the remaining net book value of the 41,992 street and outdoor luminaires that were converted in 2022.
- c. The \$58,333 in program revenues is the salvage value proceeds from the luminaires that were converted in 2022.

**TAMPA ELECTRIC COMPANY  
DOCKET NO. 20230002-EG  
STAFF'S FIRST SET OF  
INTERROGATORIES  
INTERROGATORY NO. 4  
BATES PAGE(S): 7  
FILED: JUNE 14, 2023**

4. On Page 2 of 4, please explain why (\$127,845) in program revenues were recorded in 2022 for the Renewable Energy Program (Sun to Go).
- A. The \$127,845 of program revenues in the Renewable Energy Program (Sun to Go) represents the participating customer's contributions to this program in 2022.

A F F I D A V I T

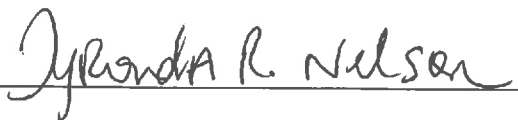
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COUNTY OF HILLSBOROUGH )

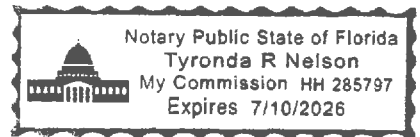
Before me the undersigned authority personally appeared Mark Roche who deposed and said that he is Manager, Regulatory Rates, Tampa Electric Company and in Tampa Electric Company's response to Staff's 1<sup>st</sup> Set of Interrogatories (Nos. 1-4), he prepared or assisted with the responses to these interrogatories to the best of his information and belief.

Dated at Tampa, Florida this 14 day of June 2023.

  
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Sworn to and subscribed before me this 14 day of June 2023.

  
\_\_\_\_\_



My Commission expires 7/10/2026