

State of Florida



# Public Service Commission

CAPITAL CIRCLE OFFICE CENTER • 2540 SHUMARD OAK BOULEVARD  
TALLAHASSEE, FLORIDA 32399-0850

**-M-E-M-O-R-A-N-D-U-M-**

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**DATE:** November 28, 2018

**TO:** Adam J. Teitzman, Commission Clerk, Office of Commission Clerk

**FROM:** Riley Doherty, Public Utility Analyst I, Division of Economics **RD**

**RE:** Docket No. 20180160-EI – Petition for 12-month extension of voluntary solar partnership rider and program, by Florida Power & Light Company

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Please place the additional information staff received from FP&L in the docket file.

RECEIVED-PPSC  
2018 NOV 28 AM 10: 24  
COMMISSION  
CLERK

**Q: Please provide the Marketing Related costs broken down.**

A:

Marketing Related Spend	2018 Spend
Events	\$223,635
Sweepstakes	\$172,026
Website/Social Media	\$80,279
Email Campaigns	\$51,608
Graphics/Signage/Photos/Print	\$40,139
Other (Supplies, etc.)	\$5,734
<b>TOTAL</b>	<b>\$573,421</b>

**Q: Please also provide some examples of events and more details on what sweepstakes entail, as well as, how they help market the VSP rider.**

A: Examples of events include installation/ribbon cutting ceremonies and sponsorship events that raise awareness of FPL's partnerships with SolarNow host locations and community partners. The ribbon cutting ceremonies allow FPL to demonstrate the successful installation of solar arrays at new locations, provide a public forum to thank participants for their support and offer an opportunity to engage and educate customers about the program. Sponsorship events provide an opportunity to use the host site's marketing channels and develop exclusive program offers for participants (e.g., free or discounted admission to host locations such as museums and zoos, community events and fairs).

Sweepstakes are included in monthly acquisition email campaigns to help motivate program participation. The sweepstakes are managed by a third party vendor that verifies entries, conducts drawings and communicates winners. Winning prizes support local communities and businesses with giveaways such as weekend getaways to local hotels and restaurants.