

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

August 13<sup>th</sup>, 2023

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

**Re: Staff's Second 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 to the Commission on March 1<sup>st</sup>, 2023.

1. On Page 4 of 10 in the utility's 2023 Report, information is provided about JEA's six DSM Non-RIM Programs (three residential programs and three commercial programs). On Page 4 of 10 in the utility's 2022 Report, two additional programs are identified, including residential and commercial programs for Distributed Generation & Battery Rebates. Were the residential and commercial Distributed Generation & Battery Rebate programs discontinued after 2021? Please explain.

JEA Response:

JEA's Distributed Generation Policy took effect on April 1<sup>st</sup>, 2018 and is currently still active for interconnection with JEA. JEA's Battery Storage Incentive Program that began in April of 2018 and ended in July of 2022 due to increased customer adoption of battery storage equipment and an overall market transformation in the Jacksonville area.

2. On Page 6 of 10 in the utility's Report, information is provided about JEA's Residential Energy Audit program, which attracted 12,387 participants in 2022. In 2021, the utility reported that this program had 11,405 participants. Please describe the factors that contributed to this higher level of participation in 2022. Address in your response if any new marketing methods or techniques were implemented.

JEA Response:

As JEA emerged from the Covid Pandemic and loss of some of its work force, JEA reorganized its corporate structure by realigning the Customer Field Services area and the DSM and Energy Efficiency Programs under the leadership of the Chief Customer Officer. As such, JEA increased its staffing back to Pre-Pandemic levels along with a broadening of our digital media footprint directly resulting in a roughly 10% increase in Residential Customer participation.

3. On Page 9 of 10 in the utility's Report, information is provided about JEA's Commercial Energy Audit program, which attracted 320 participants in 2022. In 2021, the utility reported that this program had 173 participants. Please describe the factors that contributed to this higher level of participation in 2022. Address in your response if any new marketing methods or techniques were implemented.

JEA Response:

As JEA emerged from the Covid Pandemic and loss of some of its work force, JEA reorganized its corporate structure by realigning the Customer Field Services area and the DSM and Energy Efficiency Programs under the leadership of the Chief Customer Officer. As such, JEA increased its staffing back to Pre-Pandemic levels along with a broadening of our digital media footprint directly resulting in a roughly 30% increase in Commercial Customer participation.

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

Thank you,

*/s/Brian Pippin*

**Brian Pippin**

Director, Customer Experience Insights & Solutions

Direct: (904) 603-4881

[pippbc@jea.com](mailto:pippbc@jea.com)

