



William P. Cox  
Senior Counsel  
Florida Power & Light Company  
700 Universe Boulevard  
Juno Beach, FL 33408-0420  
(561) 304-5662  
(561) 691-7135 (Facsimile)  
E-mail: Will.Cox@fpl.com

May 13, 2026

**-VIA ELECTRONIC FILING-**

Adam Teitzman  
Commission Clerk  
Florida Public Service Commission  
2540 Shumard Oak Blvd.  
Tallahassee, FL 32399-0850

**RE: Docket 20260000-OT  
Florida Power & Light Company 2025 Demand Side Management Annual Report**

Dear Mr. Teitzman:

Enclosed for filing in the above-referenced docket is Florida Power & Light Company's ("FPL") response to the Florida Public Service Commission Staff's First Data Request (Nos. 1-13) pertaining to FPL's 2025 Demand Side Management Annual Report.

If there are any questions regarding this transmittal, please contact me at (561) 304-5662.

Sincerely,

/s/ William P. Cox  
William P. Cox  
Fla. Bar No. 0093531

Enclosure  
cc: Michael C. Barrett, Economic Supervisor, [mbarrett@psc.state.fl.us](mailto:mbarrett@psc.state.fl.us)

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 1  
Page 1 of 1**

**QUESTION:**

Page 3 of the Report indicates 5,601 participants in the Residential Load Management (On-Call) program in 2025. During this period, did the utility interrupt service for any participants due to excess system load? If so, how many customers were affected, and for how long were their services interrupted? In addition, please provide the date and location of the interruption(s).

**RESPONSE:**

During 2025, FPL did not interrupt service for any participants in the Residential Load Management (On Call) program due to excess system load.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 2  
Page 1 of 1**

QUESTION:

Page 4 of the Report indicates that the Residential HVAC On-Bill Pilot program was launched in 2025.

- a. Please state the launch date, and describe the specific marketing effort and channels used to introduce this program into FPL's operating service territories.
- b. Through the first quarter of 2026 (March 31, 2026, or the latest date that information is available), how many customers have enrolled in the Residential HVAC On-Bill Pilot program?

RESPONSE:

- a. FPL transitioned to its 2025 DSM Plan on September 1, 2025. The September 2025 start date shown on page 4 of the 2025 DSM Annual Report reflects this transition and inclusion of the new Residential HVAC On Bill Pilot in the 2025 DSM Plan.

FPL anticipates customer enrollments for the Residential HVAC On-Bill Pilot program to begin in the fourth quarter of 2026. Marketing efforts or channels have not yet been implemented to introduce this program.

- b. Through March 31, 2026, there have been no customer enrollments in the Residential HVAC On-Bill Pilot program.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 3  
Page 1 of 2**

**QUESTION:**

Please refer to page 5 of the Report, which features the information for the Residential HVAC program.

- a. Page 5 of the Report feature details about FPL's Residential HVAC program, including the reduction per-installation amounts at the meter in 2025 for kWh, winter kW, and summer kW (534 kWh, 0.18 kW, and 0.13 kW, respectively). Please provide an Excel file (with formulas intact and cells unlocked) to demonstrate the calculation of these values. for these programs.
- b. Through the first quarter of 2026 (March 31, 2026, or the latest date that information is available), how many customers have enrolled in the Residential HVAC program?
- c. Refer to FPSC Document No. 14044-2025, FPL's response to Staff's Second Data Request No. 13 in Docket No. 20250000-OT, in which FPL identified certain actions to increase participation in the Residential HVAC program (including increased rebates, contractor outreach, and marketing efforts). State whether FPL has implemented any additional actions, strategies, or program modifications beyond those previously identified to support the Residential HVAC program. If so, please describe each action in detail and provide the date of implementation.

**RESPONSE:**

- a. Please see Attachment No. 1 to this response.
- b. Through March 31, 2026, there have been 4,539 new participants in the Residential HVAC program.
- c. With respect to the actions identified FPL's response to Staff's Second Data Request No. 13 in FPSC Docket No. 20250000-OT, the Company has continued to implement and execute those actions to increase participation in the Residential HVAC program.

As of September 2025, FPL increased the Residential HVAC rebate amount from \$150 to \$200. To effectively communicate this change, FPL updated the relevant information provided to customers for this program. This included revisions to the Residential HVAC webpage to reflect the new rebate amounts, ensuring customers have access to accurate and up-to-date information. In addition, marketing email campaigns and paid digital advertising content were refreshed to highlight the increased rebate and drive greater customer awareness and engagement.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 3  
Page 2 of 2**

Further supporting these efforts, FPL conducted an additional targeted email campaign between October and December 2025 to participating independent contractors (PICs) to encourage contractor participation and promote the adoption of high-efficiency heat pump systems.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 4  
Page 1 of 1**

**QUESTION:**

Page 8 of the Report indicates that the Residential Low-Income Renter Pilot program was launched in 2025.

- a. Please state the launch date, and describe the specific marketing effort and channels used to introduce this program into FPL's operating service territories.
- b. Through the first quarter of 2026 (March 31, 2026, or the latest date that information is available), how many customers have enrolled in the Residential Low-Income Renter Pilot program?

**RESPONSE:**

- a. FPL transitioned to its 2025 DSM Plan on September 1, 2025. The September 2025 start date shown on page 8 of the 2025 DSM Annual Report reflects this transition and the inclusion of the new Residential Low-Income Renter Pilot program in the 2025 DSM Plan.

FPL anticipates customer enrollments for the Residential Low-Income Renter Pilot program to begin in the third quarter of 2026. With respect to marketing, program information has been shared through targeted, direct outreach by DSM program specialists to community assistance agencies and low-income property management organizations consistent with the pilot's design and participation parameters.

- b. Through March 31, 2026, there have been no customer enrollments in the Residential Low-Income Renter Pilot program.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 5  
Page 1 of 1**

**QUESTION:**

In Docket No. 20240012-EG (FPL's Goal-setting docket), please specify which cost effectiveness test was used to determine cost effectiveness for all programs using estimated costs and participants?

**RESPONSE:**

In Docket No. 20240012-EG, FPL evaluated program cost effectiveness using the Participant test, the Rate Impact Measure (RIM) test, and the Total Resource Cost (TRC) test, based on estimated costs and participants. A program was determined to be cost-effective if it passed the Participant Test and at least one of the other tests (RIM or TRC). All programs were cost-effective under the Participant test and the TRC test. The Residential Load Management (On Call), Residential Load Management (On Bill), and Business On Call programs were also cost-effective under the RIM test.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 6  
Page 1 of 1**

**QUESTION:**

Please refer to Page 9 of FPL's 2025 Report regarding FPL's Residential Low-income Weatherization program. The utility reports a Net Benefits of Measures Installed of (\$4,693,000) for 2025, with a total of 17,128 participants.

- a. Please specify which cost effectiveness test was used to determine the Net Benefits of Measures Installed of (\$4,693,000) for 2025, with a total of 17,128 participants (the actual cost and participants quantities as shown on Page 9). If applicable, explain whether the instant response is different than the response to Data Request No. 5 above, and if so, please use actual cost and participants quantities and perform the same cost effectiveness test that was used based on estimates, and explain differences.
- b. Please provide the net benefits calculation in Excel format with formulas and cells unlocked.
- c. Explain whether the Net Benefits for Measures Installed for the Reporting Period are derived from new customers in 2025 or cumulative customers through 2025. Identify the years of data included in the analysis

**RESPONSE:**

- a. For annual reporting purposes, the Net Benefits of measures installed for 2025 were calculated using the Rate Impact Measure (RIM) test, based on actual program costs and actual participant quantities for the 2025 reporting period. The cost-effectiveness results discussed in Docket No. 20240012-EG (FPL's Goal-setting docket) were developed using estimated costs and participant levels over the 10-year plan projection. While the Residential Low-Income Weatherization program was determined to be cost-effective under the Participant Test and the Total Resource Cost (TRC) test using those estimates, net benefits in the 2025 DSM Annual Report were reported using RIM net present benefits for consistency with prior reporting conventions.
- b. Please see Attachment No. 1 to this response.
- c. The Net Benefits of measures installed for the 2025 reporting period are derived from new customers participating in the program during 2025, consistent with the reporting requirements of Rule 25-17.0021, F.A.C. The analysis includes only 2025 program year data and does not include cumulative impacts or customer data from prior years.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 7  
Page 1 of 1**

**QUESTION:**

Page 11 of the Report indicates 1,043 participants in the Business On Call program in 2025. During this period, did the utility interrupt service for any participants due to excess system load? If so, how many customers were affected, and for how long were their services interrupted? In addition, please provide the date and location of the interruption(s).

**RESPONSE:**

During 2025, FPL did not interrupt service for any participants in the Business On Call program due to excess system load.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 8  
Page 1 of 1**

**QUESTION:**

Please refer to page 12 of the Report, which features information for the Commercial /Industrial Demand Reduction program, including the reduction per-installation at the meter amounts in 2025 for kWh, winter kW, and summer kW (12 kWh, 0.64 kW, and 1.00 kW, respectively). Please provide an Excel file (with formulas intact and cells unlocked) to demonstrate the calculation of these values.

**RESPONSE:**

Please see Attachment No. 1 to this response.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 9  
Page 1 of 2**

**QUESTION:**

Please refer to Page 13 of FPL's 2025 Report regarding FPL's Business Heating, Ventilating & Air Conditioning program. The utility reports a Net Benefits of Measures Installed of (\$2,018,000) for 2025, with a total of 8,902 participants.

- a. Please specify which cost effectiveness test was used to determine the Net Benefits of Measures Installed of (\$2,018,000) for 2025, with a total of 8,902 participants (the actual cost and participants quantities as shown on Page 13). If applicable, explain whether the instant response is different than the response to Data Request No. 5 above, and if so, please use actual cost and participants quantities and perform the same cost effectiveness test that was used based on estimates, and explain differences.
- b. Please provide the net benefits calculation in Excel format with formulas and cells unlocked.
- c. Explain whether the Net Benefits for Measures Installed for the Reporting Period are derived from new customers in 2025 or cumulative customers through 2025. If applicable, identify the years of data included in the analysis.
- d. For this program in 2024, the utility reported Net Benefits of Measures Installed of (\$2,445,000) with 12,693 participants. Please explain the significant difference in Net Benefits for Measures Installed for the Reporting Period for this program from 2024 to 2025.

**RESPONSE:**

- a. For annual reporting purposes, the Net Benefits of measures installed for 2025 were calculated using the Rate Impact Measure (RIM) test, based on actual program costs and actual participant quantities for the 2025 reporting period. The cost-effectiveness results discussed in Docket No. 20240012-EG (FPL's Goal-setting docket) were developed using estimated costs and participant levels over the 10-year plan projection. While the Residential Business Heating, Ventilating & Air Conditioning program was determined to be cost-effective under the Participant Test and the Total Resource Cost (TRC) test using those estimates, net benefits in the 2025 DSM Annual Report were reported using RIM net present benefits for consistency with prior reporting conventions.
- b. Please see Attachment No. 1 to this response.
- c. The Net Benefits of measures installed for the 2025 reporting period are derived from new customers participating in the program during 2025, consistent with the reporting requirements of Rule 25-17.0021, F.A.C. The analysis includes only 2025 program year data and does not include cumulative impacts or customer data from prior years.

**Florida Power & Light Company**  
**Docket No. 20260000-OT**  
**2025 FPL DSM Annual Report**  
**Staff's First Data Request**  
**Request No. 9**  
**Page 2 of 2**

- d. The difference in reported Net Benefits of measures installed for the Business Heating, Ventilating, and Air Conditioning program between 2024 and 2025 is attributable to the differences in DSM Plan program measures. Program year 2025 represented a partial year implementation of FPL's 2025 DSM Plan, which became effective on September 1, 2025, whereas 2024 reflected a full program year under the prior DSM Plan. As a result, reported participation levels and associated net benefits for 2025 are not directly comparable to those reported for 2024.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 10  
Page 1 of 2**

**QUESTION:**

Refer to page 16 of the Report, which features information on the Conservation Research & Development (CRD) Program.

- a. Please provide an update on the Smart Panel Pilot, including any preliminary findings or insights gained, as of the end of calendar year 2025, or the latest date for which information is available.
- b. If preliminary findings are not yet available, please state when the utility anticipates having sufficient data to evaluate and report on the Smart Panel Pilot's performance and outcomes.
- c. Please indicate whether any interim results from the Smart Panel Pilot have informed or are expected to inform modifications to existing or planned DSM programs.
- d. Please specify the timeline for installation of the energy efficiency measures implemented as part of the retro-commissioning initiative.
- e. Please provide the recommendations developed by the engineering firm as part of the retro-commissioning study.
- f. Please provide any preliminary data or observations regarding the performance and energy savings associated with the installed measures, as of the end of calendar year 2025, or the latest date for which information is available.
- g. If performance data are not yet available, please state when the utility expects to complete the 12-month monitoring period and provide an update on the results of the retro-commissioning initiative, and indicate whether findings from this initiative are expected to inform broader DSM program design or future program offerings.

**RESPONSE:**

- a. The Smart Panel Pilot has yielded insights into individual breaker control for load management, and its impact on customer experience. In addition, the Smart Panel Pilot has also provided insights into circuit-level signatures that may have potential applications in load disaggregation efforts to support existing or future DSM programs such as HVAC On Bill and Energy Survey programs. The Smart Panel Pilot's performance and outcomes are currently being summarized. Additional information will be provided in the 2026 Actual/Estimated True-Up and 2027 Projection Testimony and Exhibits expected to be filed in Docket 20260002-EG on August 3, 2026.
- b. See Response 10-a.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 10  
Page 2 of 2**

- c. See Response 10-a.
- d. Installation of the energy efficiency measures associated with the retro-commissioning initiative occurred primarily during the third quarter of 2025. Completed recommendations included the installation of motorized dampers at building relief louver, replacement of the building automation system, implementation of air handling system hardware improvements, modification of chilled water pumping configurations, and replacement of the chiller. Most of these installations were completed in August 2025, with remaining completed installations finalized by September 2025.

The replacement of air handling unit heating coils with a hot water heating system remains pending as of the reporting period, with installation timing to be determined.

- e. Please see Attachment No. 1 to this response for the recommendations developed by the engineering firm as part of the retro-commissioning study.
- f. Due to measures being installed late in 2025, performance and energy savings data are still being collected and analyzed as part of the retro-commissioning study.
- g. The retro-commissioning initiative is currently within the 12-month monitoring period. Additional information on the results and insights will be available in the 2026 DSM Annual Report, which is expected to be filed in 2027.



### **Recommended Energy Conservation Measures (ECM) or Facility Improvement Measures (FIM):**

The following ECM / FIM are ALL recommended to be implemented in order to accomplish the overall demand and consumption reduction targets; however, the (#) in front of each measure title is intended to convey the recommended order of implementation.

#### **FIM-M-01: Install Motorized Dampers at Building Relief Louver** (above sanctuary stage)

**Opinion of Probable Cost:** \$66,000 *(Per SSE Quotation to FBC)*

- a. Provide means of access to and remove all existing frozen backdraft dampers.
- b. Install new aluminum-stainless steel motorized dampers to be controlled from new DDC system (basis of dampers are equal to TAMCO Series 1000)  
Hardware only budget cost given to BES by supplier: \$13,500 (for dampers with mounted actuators)

#### **(1) ECM-M-01: Building Automation System Replacement**

**Opinion of Probable Cost:** \$150,000

- a. Building Operation Scheduling – Occupied / Unoccupied Modes of Operation
- b. Building-Level Coordinated HVAC System Optimization Control Logic
  1. Chilled Water Plant Control – CHW reset, optimize chiller sequencing, pump speed control
  2. Improved AHU Control: Variable air volume, Static Pressure Reset, Supply Air Temperature Reset, Demand Control Ventilation, etc.
  3. Provide building entrance electric meter connected to DDC system via BACNET to provide intelligent demand control during periods of on-peak demand charges *(Sequence to be developed during design)*.

#### **(2) ECM-M-02: Air Handling Systems Hardware Improvements** *(needed for new control sequences in ECM-M-01)*

**Opinion of Probable Cost:** \$50,000 (VFDs and Supply Fan Motors)

- a. Install Variable Speed Drives and new fan motors *(optional, existing could be OK pending motor service rating)* for all seven (7) Constant Volume AHU (AHU-2,3,4,5,6,7,9). These AHU have a total of 113hp (84kW) of motor which will be able to run at reduced speed most of the time – 50% speed is a 87% power reduction.
- b. Install ACTIVE outside air volume control for all AHUs (flow measurement stations, modulating outside air and return air dampers) and calculate current outside air requirements by system with CO<sub>2</sub> (demand-controlled ventilation)
- c. Install space mounted dewpoint sensors for active occupied dehumidification / unoccupied set-back

#### **(3) ECM-M-03: Chilled Water Pumping Modification**

**Opinion of Probable Cost:** \$50,000

- a. Remove existing constant speed primary chilled water pumps and variable speed secondary pumps. Existing total motor power is 50 hp with 10 hp being constant.
- a. Install two (2) new variable volume primary only pumps. New variable speed primary-only pumps are a total of 40 hp with all being variable (see pump data sheet in appendix). At system full-load operation that is a reduction of 7.5 kW but there is a higher percentage of savings at part-load operation.
- b. Install new in-line chilled water flow meter and minimum flow bypass piping with control valve.
- c. Install motorized (modulating to allow for speed adjustment) blocking valves on each chiller.

#### **(4) ECM-M-04: Replace all AHU Heating Coils with Hot Water Heating System** (gas-fired condensing boiler)

**Opinion of Probable Cost:** \$150,000

- b. Install new gas-fired condensing boiler in Mechanical Room 277 with two variable-volume hot water pumps. Estimated boiler size to be 2,500 MBH, hot water pumps to be 114 gpm @ 50 ft hd – 3hp motors. This size might be able to be reduced during detailed design (see data sheets in appendix).
- a. Install hot water supply/return piping above ceiling on second floor through corridors to mechanical rooms for AHU-2,3,4,5,6,7,9. See preliminary piping layout in Appendix for contractor cost estimation.
- b. Replace duct-mounted electric heating coils at indicated seven (7) AHUs with a total of 772 kW connected load with re-sized hot water heating coils. See Appendix for specific hot water coil selections for each AHU.



**(5) ECM-M-05: Chiller Replacement**

**Opinion of Probable Cost:** \$250,000

- c. Replace ONE (1) existing chiller with new 180 ton high-efficiency chiller (see chiller data sheet in appendix)  
Existing chillers are 9.4 EER (new performance) at full-load while proposed chiller is 10.9 EER.  
Demand reduction for full-load operation is around 20% or 50-60kW. The larger savings is at part-load with the proposed chiller having a part-load efficiency rating of 19.8 EER and the existing estimated at 12-13 EER – making the new chiller approximately 50-60% more efficient across the range of operation.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 11  
Page 1 of 2**

**QUESTION:**

Refer to FPL's response to Staff Question No. 6 at Page 20 of the Report, re: the discussion of outreach efforts to low-income customers.

- a. Please describe the Propel App referenced in the response. Please include how customers access the platform, and whether it is limited to residential customers or available to other customer classes.
- b. Please indicate which DSM programs are currently promoted or accessible through the Propel App, and whether newer programs, including the Residential Low-Income Renter Pilot and Residential HVAC On-Bill Pilot programs, have been incorporated into the platform.
- c. Given the utility's use of the Propel App and other targeted outreach efforts in 2025, please explain whether these channels have resulted in any measurable participation or customer engagement for the Residential Low-Income Renter Pilot and Residential HVAC On-Bill Pilot programs. If not, please discuss any factors that may explain the lack of participation in these programs to date.
- d. Please describe any planned enhancements to the Propel App or related digital outreach strategies in 2026 to improve awareness of and participation in DSM programs among eligible customers.

**RESPONSE:**

- a. Propel is a third-party, web- and mobile-based platform designed to assist individual households in managing and safeguarding their public assistance benefits, particularly Supplemental Nutrition Assistance Program (SNAP) benefits delivered through Electronic Benefit Transfer (EBT). The platform also provides users with the option to explore exclusive savings including discounts and offers intended to help users save money on everyday household goods and services. Propel is not an FPL-developed or FPL-owned application. Individuals access the platform through a free mobile application or via web-based sign-in. Use of the Propel App is limited to individual or household recipients of SNAP benefits and is not designed for commercial, industrial, or other non-residential customer classes.
- b. No DSM programs are currently being promoted through the Propel platform.
- c. Customer enrollments for the Residential Low-Income Renter Pilot and the Residential HVAC On-Bill Pilot programs have not yet begun. FPL anticipates enrollments in these programs to begin in the third and fourth quarters of 2026, respectively.

**Florida Power & Light Company  
Docket No. 20260000-OT  
2025 FPL DSM Annual Report  
Staff's First Data Request  
Request No. 11  
Page 2 of 2**

- d. As stated in the response to 11.a., the Propel app is not an FPL-developed or FPL-owned application, and therefore FPL cannot make enhancements to the application. At this time, FPL does not have any planned promotions related to DSM programs on the Propel App. Any future digital outreach strategies related to DSM programs will continue to be implemented through approved DSM channels, as applicable.

**QUESTION:**

In 2025, what was FPL's System Average Line Loss percentage?

**RESPONSE:**

<b>Summer Line Loss Factor</b>	<b>7.45%</b>
<b>Winter Line Loss Factor</b>	<b>7.45%</b>
<b>Energy Line Loss Factor</b>	<b>5.79%</b>

**Florida Power & Light Company**  
**Docket No. 20260000-OT**  
**2025 FPL DSM Annual Report**  
**Staff's First Data Request**  
**Request No. 13**  
**Page 1 of 2**

QUESTION:

Excluding the pilot programs launched in 2025 (the Residential HVAC On-Bill Pilot, and the Residential Low-Income Renter Pilot), describe the marketing strategy and methods used by the utility in 2025 to promote its DSM plan offerings.

- a. Describe what efforts the utility made regarding market research for promoting its DSM plan offerings. For example, has the utility conducted or contracted with an outside entity to study customer behaviors, or differentiate customers to gain insights into targeting its marketing strategy for certain or all programs? Provide a detailed response.
- b. Describe the use of social media platforms (e.g., Facebook, Instagram, X, etc.) as part of marketing and outreach efforts.
- c. Describe the use of other media platforms (e.g., radio and/or television ads, newspapers, billboards, etc.) as part of marketing and outreach efforts.
- d. Describe any changes in marketing strategy or methods that are planned for roll-out in calendar year 2026. If applicable, discuss the reason(s) for the changes, including whether the changes are intended to address participation levels that differed from program projections.

RESPONSE:

- a. FPL conducts ongoing market research to support the promotion of its DSM programs and improve customer engagement. This includes the use of internal analysis and external research vendors to evaluate customer awareness, satisfaction, and messaging effectiveness. For example, FPL maintains a Voice of the Customer program for certain offerings and conducts periodic message testing to refine advertising and outreach strategies.

FPL also performs targeted research, including planned qualitative and quantitative studies for specific programs, such as Residential On Call, to better understand customer perceptions and improve program messaging. Insights from these efforts are used to inform marketing strategies, enhance customer education, and support participation in DSM programs.

- b. Social media platforms (including Facebook and Instagram) are used as part of FPL's digital marketing and outreach efforts to raise awareness, educate customers, and encourage participation in DSM programs. These channels support broad and targeted messaging, allowing FPL to reach customers at scale, reinforce key benefits, and direct customers to program information and enrollment experiences.

**Florida Power & Light Company**  
**Docket No. 20260000-OT**  
**2025 FPL DSM Annual Report**  
**Staff's First Data Request**  
**Request No. 13**  
**Page 2 of 2**

- c. FPL uses traditional broadcast media to support customer awareness of energy efficiency programs and resources. Television serves as the primary channel for broad, statewide outreach, with radio used as a supplemental channel to reinforce messages during seasonal periods of higher energy use. These channels are intended to provide consistent, educational outreach to customers across FPL's service area.
  
- d. In 2026, FPL plans to continue its DSM marketing approach with targeted refinements informed by observed participation trends and ongoing market research throughout the year. FPL will focus on enhancing customer education, continuing engagement with contractors and other program partners, conducting targeted research to address any participation barriers, and optimizing marketing channels and messaging to support program participation. Broad awareness efforts will continue alongside ongoing improvements to digital experiences.