



Stephanie A. Cuello
SENIOR COUNSEL

May 13, 2026

VIA ELECTRONIC FILING

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

Re: *Duke Energy Florida, LLC's Demand Side Management Annual Report for
Calendar Year 2025; Undocketed*

Dear Mr. Teitzman:

Please find enclosed for electronic filing Duke Energy Florida, LLC's Response to Staff's First Data Request (Nos. 1-12).

Thank you for your assistance in this matter and if you have any questions, please feel free to contact me at (850) 521-1425.

Sincerely,

/s/ Stephanie A. Cuello

Stephanie A. Cuello

SAC/clg
Enclosure

Cc: Michael Barrett, Division of Economics, mbarrett@psc.state.fl.us; discovery-gcl@psc.state.fl.us

**DUKE ENERGY FLORIDA, LLC'S (DEF)
RESPONSE TO STAFF'S FIRST DATA REQUEST (1-12)
REGARDING THE 2025 DSM ANNUAL REPORT**

1. What cost effectiveness test was used to calculate Net Benefits for each program in the 2025 DSM report?

Response:

The cost effectiveness test that was used to calculate Net Benefits for each program is the Ratepayer Impact Measure (RIM) test.

2. Page 5 of the Report indicates that the Multi-Family New Builder Construction 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 DEF's operating service territory.

Response:

The Multi-Family New Builder Construction (MFNBC) program was launched in May 2025. To ensure a seamless experience for builders and developers, a dedicated webpage was created in July 2025. This webpage features an easy-to-use inquiry form and a concise one-pager that guides customers through the program's features and benefits. The primary approach for introducing the MFNBC program has been outreach marketing, where the outreach team actively connects with builders and developers to share information about the program and its advantages. As new builders join the program, they are added to the list of partners featured on the webpage, strengthening the network and increasing visibility for all participants.

- b. Through the first quarter of 2026 (March 31, 2026, or the latest date that information is available), how many enrollments have been recorded for the Multi-Family New Builder Construction program?

Response:

Since its launch, the MFNBC program has enrolled ten builders and developers. Year-to-date 2026, the program has processed eighty-four units, demonstrating steady growth and engagement within the builder and developer community.

3. Please refer to page 7 of the Report, which features information for the Low Income Weatherization Assistance program. The utility reports that 261 participants enrolled in this program in 2025, which is 56 fewer than the number that enrolled in this program in 2024 (when the utility reported 317 participants). Please explain the reasons for why the year-over-year numbers decreased by 17.6 percent.

Response:

The year-over-year numbers decreased due to fluctuations in agency funding which have substantially affected the LIWAP Program.

4. Please refer to page 8 of the Report, which features information for the Residential Load Management program. The utility reports that 3,927 participants enrolled in this program in 2025, which is over than 1,300 more than the number that enrolled in this program in 2024 (when the utility reported 2,579 participants). Please explain the reasons for why the year-over-year numbers increased by 52.3 percent

Response:

The year-over-year increase is attributed to the Grid Connected Water Heaters combined with improved marketing channels in support of our switch replacement efforts, both of which have caused overall increased program awareness and participation.

5. Please refer to page 14 of the Report, which features information for the Standby Generation program. The utility reports that 13 participants enrolled in this program in 2025, which is 6 more than the number that enrolled in this program in 2024 (when the utility reported 7 participants). Please explain the reasons for the 85.7 percent year-over-year increase.

Response:

The reason for the year-over-year increase is due to the business expansion of existing retail market customers and commercial medical participants.

6. Page 8 of the Report indicates 3,927 participants in the Residential Load Management program. Did the utility ever have to interrupt service for any participants? If so, how many customers were affected, and for how long were their services interrupted?

Response:

Of the 3,927 participants in the program, there were 53 events where 3,135 participants were interrupted for a duration of 2,733,191 minutes.

7. Page 15 of the Report indicates 4 participants in the Curtailable Service program. Did the utility ever have to interrupt service for any participants? If so, how many customers were affected, and for how long were their services interrupted?

Response:

No declared events occurred for this program.

8. In 2025, what was DEF's System Average Line Loss percentage?

Response:

Residential: 5.55%

Non Residential: 4.73%

9. Please refer to page 8 of DEF's 2025 Report regarding DEF's Residential Load Management program. The utility reports a Net Benefits of Measures Installed for the Reporting Period amount of \$28,299,000 for 2025, with a total of 3,927 participants for the Residential Load Management program.

- a. Please provide the net benefits calculation in Excel format with formulas and cells unlocked.

Response:

Please see attached Excel document "Question 9A - DEF Residential Load Management Net Benefits.xlsx."

- b. 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.

Response:

The Net Benefits for the Measures Installed during the Reporting Period are derived from new customers in 2025.

- c. In Docket No. 20240169-EG (Petition for Approval of Demand-Side Management Plan), DEF's Petition at Attachment A, Pages 13-15, reflects that the utility estimated its Rate Impact Measure Net Benefits for 2025 would be (\$922,000), its Total Resource Cost Net Benefits for 2025 would be (\$739,000), and its Participants test Net Benefits for 2025 would be \$182,000. Please explain how the data reported in the 2025 Report relates to the estimated Net Benefits referenced above (as cited in Petition for Approval of Demand-Side Management Plan, at Attachment A, Pages 13-15).

Response:

The data reported in the 2025 report represents a twenty-five-year net present value (NPV) derived from incremental participation, while the Rate Impact Measure in Docket No. 20240169-EG represents a single year, undiscounted Net Benefit.

10. Please refer page 11 of DEF's Report regarding the Smart Saver Custom Program. For 2025, DEF projected 200 participants and reported zero participants. DEF's 2024 Demand

Side Management Annual Report indicates this program has had no participation since 2021.

- a. Please explain the lack of participation in recent years and how the Company developed its 2025 projection of 200.

Response:

A lower number of customers than anticipated have submitted requests to have their projects evaluated through this Program. Historically, any projects that were submitted have been unable to pass the mandatory required RIM test, therefore, none were able to qualify for a rebate, and DEF would not have been able to claim any savings impacts from those projects. The definition of participants in this program is not measured by individual customers, but rather by the value used to validate the impacts. For example (1) ton of HVAC = (1) participant.

- b. Describe the marketing strategy and methods used by the utility in 2025 to promote this program.

Response:

DEF promotes participation in this program through multiple marketing channels, including its website, conferences, seminars, and commercial energy efficiency events. DEF's Large Account Management group works with DEF's Commercial Energy Efficiency Assessment Team to identify potential customer projects. The assessment team also engages other customers, as well as, specific trades to identify potential projects that may qualify. Additionally, DEF uses targeted emails and advertisements in trade and customer publications to advertise all commercial energy efficiency offerings.

11. Please refer to page 13 of DEF's Report regarding the Interruptible Service Program. For 2025, DEF projected 1 participant and reported zero participants. DEF's 2024 Demand Side Management Annual Report indicates that participation in this program has declined steadily since 2020. Please explain the participation trend for this program in recent years, and identify what actions are planned or underway to enhance participation for this program in 2026 and beyond.

Response:

Program decrease trends are attributed to mining and timber processing facility closures in conjunction with several customer loads falling below the required minimum participation requirement. Additional focus has been placed on expansion of the program through DEF's Large Account Management customer contact with net new participation expected.

12. Describe what efforts the utility made regarding market research for promoting its DSM plan offering:
- a. 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.
 - e. 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:

DEF has not contracted any outside entities for any studies of customer behaviors. DEF has used consumer analytical models that analyze customer attitudes and behaviors to develop more personalized and targeted marketing communications.

DEF promotes participation in all DSM programs through multiple marketing channels, including but not limited to its website, conferences, seminars, and energy efficiency events as part of its outreach efforts. Additionally, programs are being advertised to customers via utilizing mass media channels such as billboards, TV, radio, newspapers, and online search engines. Advertising also includes bill inserts, Duke Energy website, social media, outbound calling, and direct emails.

DEF will continue to use direct mail, emails, web promotions, newsletters, bill inserts/message, and direct buy ads with digital and print publications in 2026. DEF uses data and insights from previous years to build and continue marketing plans and reviews effectiveness of each channel and advertisement type.