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May 13, 2026

Michael Barrett  
Economic Supervisor, Division of Economics  
Florida Public Service Commission  
2540 Shumard Oak Blvd  
Tallahassee, Florida 32399-0688

Subject: Staff's 1st Data Request re: JEA's Annual Conservation Report

Dear Mr. Barrett,

Attached please find JEA's responses to the subject data request. If you have any questions about the responses, please do not hesitate to contact me.

Respectfully submitted,

/s/ 

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- 1. Please refer to Page 3-2 of the 2026 Report, and also to Page 4 of 9 of the 2025 Annual Conservation Report. For 2025, the utility reported the Winter Peak Reduction amount as 1,031 kW and the Summer Peak Reduction amount as 1,243 kW for Residential programs. In 2024, the utility reported the Winter Peak Reduction amount as 1,630 kW and Summer Peak Reduction amount as 1,870 kW for Residential Programs. Please identify the most significant factors for the lower kW reduction values in 2025 (Summer and Winter), compared with the values from 2024.**

Response:

The most significant factors related to comparison of peak demand reductions for 2025 (as reported in March 2026) to peak demand reductions for 2024 (as reported in March 2025) include the following:

- Peak demand reductions (and corresponding goals) reported for 2024 reflect reductions associated with residential energy audits, while the peak demand reductions reported for 2025 do not reflect reductions associated with residential energy audits (energy audits are not included in JEA's 2025 Demand-Side Management Plan, approved by the Florida Public Service Commission in April 2025).
  - The programs associated with the residential peak demand reductions reported for 2024 (Residential Energy Audits, Residential Solar Water Heating, and Residential Neighborhood Energy Efficiency) are different than the programs associated with the residential peak demand reductions reported for 2025 (Residential Home Efficiency Upgrades Rebates Program, Residential Energy Efficient Products Rebates Program, and Residential Neighbors Energy Efficiency Program).
- 2. Please refer to Page 3-8 of the 2026 Report. The Utility reports Annual Benefits of \$608,318 for the Residential Energy Efficient Products Rebates Program. Please provide the Annual Benefits calculation in Excel format with formulas and cells unlocked.**

Response:

The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in JEA's 2025 DSM Plan [approved by Consummating Order issued April 17, 2025 (Order No. PSC-2025-0135-CO-EG )] and utilizes the 4.0% discount rate and 10-year program life, consistent with the TRC calculations presented in JEA's 2025 DSM Plan.

Please see the Excel file titled "JEA Responses to DR 1 for JEA 2025 Annual Conservation Report.xlsx" that has been provided and refer to the "Benefits Example" for the requested information.

- 3. Please refer to Page 3-10 of the 2026 Report. Please provide an Excel file (with formulas and cells unlocked) to demonstrate the calculation of the Utility Cost per Installation for the Commercial Prescriptive Lighting Rebates program.**

Response:

The Utility Cost per Installation (included on Page 3-10 of the 2026 Report as the "Utility Nonrecurring Cost Per Participant") is based on the non-recurring costs allocated to each

program based on JEA's total DSM program costs and the percentage of each program's energy reduction compared to the total energy reductions from JEA's DSM programs.

Please see the Excel file titled "JEA Responses to DR 1 for JEA 2025 Annual Conservation Report.xlsx" that has been provided and refer to the "Utility Cost Example" for the requested information.

**4. Please refer to Page 4-1 of the 2026 Report. Under Section 4.1, JEA states, "there was a notable surge in participation in advance of the expiration date," which appears to be a statement in reference to tax credits that expired on December 31, 2025.**

**A. Which programs saw a surge in participation in 2025 in reference to tax credits that expired on December 31, 2025?**

Response:

JEA believes that participation in all of the measures included in the Residential Home Efficiency Upgrades Rebates Program experienced a surge in participation in 2025 in anticipation of the December 31, 2025 expiration of tax credits.

**B. Does the utility anticipate reductions in participation for these programs to continue in 2026 as a result of the tax credits expiring? Please explain your response.**

Response:

Yes. JEA anticipates a reduction in participation in the Residential Home Efficiency Upgrades Rebates Program in 2026 as compared to participation in 2025.

**5. Describe the marketing strategy and methods used by the utility in 2025 to promote its Annual Conservation Report offerings.**

**A. Describe what efforts the utility made regarding market research for promoting its Annual Conservation Report 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.**

Response:

JEA's Customer Solution Team of Program Managers and respective Implementation Contractors analyze customer and program data to gain insights on program participation. JEA also has a Corporate Research Team that continuously conducts customer research via data analysis and internally-managed surveys. Bi-annually, JEA's Marketing and Communications Team works with JEA's Corporate Research Team and a third-party agency to conduct quantitative brand tracking surveys with residential and commercial customers to get insight into brand sentiment and overall program awareness. Annually, that same group also conducts qualitative focus groups to gather more detailed feedback from a diverse range of customers on brand sentiment, program awareness and participation, and overall experience.

Internal teams also utilize Blastpoint, a customer intelligence tool, to strategically segment communications. The tool incorporates data provided by JEA alongside third-party data, enabling internal teams to compare and build customer segments that are used to customize messaging, target specific audiences, and increase program engagement. For example, Blastpoint has been used to identify high-propensity segments for targeted email campaigns, allowing JEA to reach customers more likely to benefit from and enroll in specific programs.

**B. Describe the use of social media platforms (e.g., Facebook, Instagram, X, etc.) as a part of marketing and outreach efforts.**

Response:

Social media platforms are used both organically and through paid efforts to support marketing and outreach efforts. Short form video and educational content is developed to reach a variety of audiences across multiple platforms, including Facebook, Instagram, LinkedIn, and others. Paid social media advertising runs throughout the year with evergreen promotion of programs to increase awareness, as well as more targeted efforts to drive participation during key times of the year related to customers purchasing associated equipment (for example, heating, ventilation, and air conditioning equipment purchases typically occur in the March timeframe).

**C. Describe the use of other media platforms (e.g., radio and/or television ads, newspapers, billboards, etc.) as a part of marketing and outreach efforts.**

Response:

Radio, television, billboards, print ads, and online advertising are used to promote programs more broadly with the objective of increasing general program awareness. Channel selection is informed by audience demographics and program objectives. For example, print, transit, and billboards may be prioritized to reach less digitally engaged customers, while online display and paid search are used to highlight more specific offers to capture customers who are already actively seeking related information.

**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:

In calendar year 2026, marketing strategies for all of JEA's demand-side managements programs have been adjusted to emphasize segmentation of communications channels, such as email, to increase relevance and engagement for specific customer groups. We continue to use broader communication channels, like billboards and radio, to continue to be used for general program awareness. JEA has also taken a more intentional approach to leveraging existing customer touchpoints, such as community events, where JEA ambassadors and employees are already engaging directly with customers. We have refreshed program materials and signage to distribute with the goal of increasing program awareness and cross-promoting relevant offerings. These strategic

adjustments reflect efforts to better align outreach with customers most likely to participate, which JEA believes will help drive participation.