



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: OUC's Annual Conservation Report

Dear Mr. Barrett,

Attached please find the Orlando Utilities Commission (OUC) 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. On Page 3-1, Note 1 in Table 3-1 reflects that 43 proactive energy audits were conducted by OUC in 2025. The comparative number from a year ago (from OUC's 2024 DSM filing) shows that 140 audits of that type were conducted in that period. What does OUC believe contributed to this decrease in the number of proactive energy audits from 2024 to 2025?**

Response:

As noted in OUC's 2026 Annual Conservation Report (filed in March 2026) proactive energy audits are audits for which OUC detects a significant increase in a customer's electric consumption and proactively visits the customer's property or calls the customer to offer assistance. OUC believes the decrease in proactive energy audits performed in 2025 as compared to the number of proactive energy audits performed in 2024 is due to OUC's detecting fewer significant increases in electric consumption that would result in OUC proactively reaching out to customers. An update to the algorithm used to detect high consumption in early 2024 did reduce the number of false positives, which has subsequently reduced the number of proactive alerts issued. In addition, in 2024 OUC deployed a dedicated resource assigned to light duty work who focused on connecting with customers and scheduling proactive audits. In 2025, the resource was able to return to full duty, reducing the number of proactive audits completed.

- 2. On Page 3-2, Table 3-2 reflects that the utility fell short of meeting its goal for energy reduction from residential programs. Please describe the specific actions the utility is taking in 2026 to address its goal achievement shortfall in 2025.**

Response:

OUC's actual 2025 annual energy reductions for two residential programs fell short of the corresponding goals for those programs. Please see below for actions that OUC anticipates taking in 2026 to address the shortfalls in those programs.

- The shortfall in energy reduction in 2025 for OUC's Residential Efficiency Delivered Program as compared to the projection for 2025 can be primarily attributed to a gap in program availability while a program contract extension was negotiated and implemented in 2025. The new contract pricing reflected market changes in cost of materials and labor inflation that impacted the number of measures available to the customer that could be implemented under the current program limits. OUC has not been able to successfully incent customers to participate, and customers who do participate are undertaking measures with lower cost than in previous years. While OUC cannot influence the cost of materials and labor, OUC recognizes that the increased costs may be adversely impacting the number of participating customers and the types of measures implemented by participating customers, and OUC is evaluating increasing the amount that OUC contributes to participating customers under the program. This would be implemented in 2026 but is not expected to have a material impact on participation until 2027. Additionally, OUC will be expanding the marketing of the program to specifically market the program to landlords and customers who rent.
- OUC believes the shortfall in energy reduction in 2025 for the Residential New Home Rebates Program as compared to the projection for 2025 can be primarily attributed to a reduction in perceived value of constructing to standards above building code with

an impact of decreasing initial home affordability in exchange for sacrificing customer-desired aesthetic features to achieve similar pricing targets. In early 2025, HUD and USDA relaxed a requirement to meet the 2021 International Energy Conservation Code to receive home financing. A change to the Section 45L New Energy Efficient Home Tax Credit written into the One Big Beautiful Bill Act required builders to complete the sale of the home prior to June 30, 2026 to be eligible to redeem the associated tax credit, further disincentivizing builders to building above code requirements. While OUC cannot influence the costs associated with or the perceived customer value of measures that are included in this program, OUC is evaluating coordinating directly with builders to build homes that include qualifying measures and have the builders receive the rebates directly from OUC (rather than have customers report qualifying measures and then receive rebates directly from OUC), which OUC believes may lead to an increase in participation and energy reduction realized under this program. This change incents the builders to design in measures that exceed code and capture a portion of the associated cost prior to sale.

3. 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.

Response:

OUC subscribes to syndicated customer satisfaction research studies from JD Power and Escalent and captures feedback from customers who interact transactionally with OUC. OUC uses this research as a basis to understand the general satisfaction, determine the need for additional customer education and specifically to capture feedback on satisfaction with program offerings.

OUC leverages historical redemption data to anticipate when customers are most likely to redeem a rebate. This includes examining the age of a premise, the financial status of the homeowner, billing determinants and proximity to other OUC customers who may have recently redeemed a rebate. OUC targets customers with the greatest justifications and a higher propensity to redeem rebates with a mix of general, direct and paid marketing.

OUC tests messaging against an internal customer segmentation schema – leveraging messaging tone and content that has proven successful in communicating to the targeted segment(s). These A/B message tests help OUC determine the tone and language that best resonates with customers in a particular segment.

OUC conducted ‘Voice of the Customer’ research in partnership with an outside research firm – phone interviews and email surveys targeting all customers - to elicit feedback on significant utility-related issues. This research helps OUC better understand what drives customer action, how customers prefer to be contacted by OUC and how OUC’s messaging is being perceived. This research informs work to educate customers and improve the

perceived relevance of messaging for customers – to help cut through noise and clutter with communications that drive customers to action. OUC will be repeating this survey in 2026 and comparing results to continue to better inform messaging and targeting strategies.

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

Response:

OUC utilizes three primary social media platforms -- including Meta, via Facebook and Instagram and LinkedIn -- as an integral component of its marketing and outreach strategy to promote residential and commercial energy efficiency programs and rebates. OUC's social media campaigns are designed to expand reach, reinforce messaging across channels, and engage customers through targeted, data-driven advertising.

In addition to general communication of energy efficiency savings programs to our broad customer audience on these channels, efforts also focus on targeted specific customer segments and high-potential audiences by leveraging prior website activity, email engagement, and customer list targeting.

During the 2025 calendar year, OUC's social media strategies contributed significantly to overall campaign performance, driving nearly 3,000 sessions to rebate-related landing pages.

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:

OUC marketing strategies in 2025 included a multi-channel approach to maximize program visibility and reach a broad spectrum of customers. Content promoting rebate and efficiency measures was communicated via:

- multiple traditional paid media platforms including television, radio and newspaper advertising
- earned media including television, radio and newspaper stories
- social media
- digital/online advertising
- search marketing
- direct mail
- bill messaging
- sponsored event activations with local sports teams
- community-based outreach meetings and events
- OUC's direct channels, including OUC's website, blog and email

To further encourage customers who expressed initial interest in energy efficiency home improvements, OUC also leveraged Google Ads—both display and search—to convert customers from interest to action. These campaigns exceeded industry benchmarks in both click-through rate and cost-per-click performance.

In addition to a diversified channel approach, OUC also employed a diversified content strategy so that messaging better resonates across different audiences. Marketing content includes traditional placed ads, the use of paid advertorials for greater storytelling, social media engagement campaigns, and “Ask the Expert” video segments.

To further expand messaging reach beyond OUC’s own channels, OUC worked closely with community partners that had large, highly engaged audiences including:

- Partnering with homeowners’ associations to speak at public meetings explaining rebate and energy efficiency programs in a longer format and more personalized way.
- Partnering with large-scale, highly engaged community organizations - including the Orlando Magic, Orlando City Soccer Club, Orlando Pride, and UCF Athletics - to increase general visibility of rebate messaging.

OUC’s direct channels remain a critical component of the overall marketing strategy.

- OUC delivered more than 716,000 email deliveries with an average open rate of 49 percent -- and drip email open rates reaching as high as 80 percent of the customers targeted.
- Hits to OUC’s web pages associated with rebate redemption increased by 32% in 2025 and are among the top 5 most visited pages with over 60,000 annual hits – only following pages associated with bill payment. OUC’s rebate pages lead in terms of customer interest across all OUC’s customer-facing programs.
- OUC continues to use themed campaigns to reinforce conservation messages to customers. OUC works with local advertising agencies to design and deploy campaigns that are lighthearted and thoughtful, leverage persuasive arguments and can be used across multiple vehicles to educate and drive customers to action.

Together, the integrated use of paid, earned and direct channels, coupled with relevant messaging campaigns supports program awareness and encourages participation.

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:

For calendar year 2026, OUC is implementing several strategic enhancements to expand marketing and customer outreach in new channels, with the goal of increasing participation in all of OUC’s conservation programs. Changes include:

- Expanding paid media to increase reach and awareness. OUC has added three new television media partners to broaden our reach and increase overall projected impressions for residential rebate programs.
- Refining marketing focus to prioritize the promotion of rebate measures. Campaign messaging and creative strategies will be aligned seasonally to promote relevant high-impact measures.
- Continuing the strategies and tactics that showed promise in 2025 including increased community events and outreach involvement, storytelling through paid advertorials, use of Google ads to target high-intent customer demand, expanded

- customer retargeting efforts, and email nurturing strategies that convert interest to action.
- Deepening post-audit follow-up communications to remain top of mind after customers take the initial steps toward redemption.
 - Utilizing a data-driven focus on converting high-potential customers to action:
 - aligning website behavior with email and advertising audiences.
 - exploring ways to expand segmentation to include high-energy users and previously engaged customers; and
 - deploying retargeting campaigns across digital platforms to re-engage customers who have demonstrated interest in rebate programs but have not yet acted.
 - Launching new marketing efforts that utilize third-party reinforcement and endorsements of rebates programs including new influencer marketing, customer testimonial content and partnership marketing collaborations with retail/home improvement stores and industry audiences such as contractors.
 - Integrating rebate messaging into new customer tools, such as energy-usage reports (residential and small business customers), mid-month consumption projections, high bill alerts and personalized billing videos.
 - Regular communication with customers to educate about conservation and how energy demand and energy consumption relate via postcards, bill onserts and newsletter articles.

OUC is completing a refresh of its' customer experience strategy. As part of the refresh OUC has developed journey maps that highlight customer experience when redeeming rebates. This analysis will inform work to improve the overall customer experience by identifying and targeting friction points in the redemption process that require modification.

Additionally, OUC will pilot the use of an energy consumption disaggregation data collection and research tool that provides more granular detail regarding specific customer device consumption behind the meter. This technology is enabled by an investment in OUC information technology systems that support the collection and storage of billing-quality 15-minute interval data. The tool utilizes this data in conjunction with proprietary algorithms and analysis techniques that disaggregate consumption data to identify devices consuming energy with statistical confidence. This allows comparison of disaggregated consumption data across reference data sets and offers the ability to conduct targeted marketing for measures that offer the greatest energy savings and payback for the customer.