

May 14, 2026

Writer's E-Mail Address: bkeating@gunster.com

VIA E-PORTAL

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

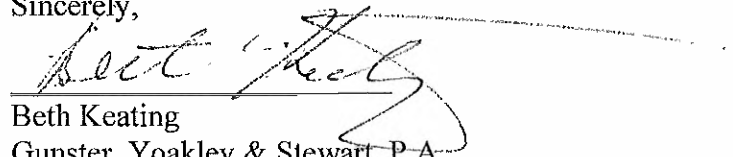
Re: Docket NO. 20260000-OT

Dear Mr. Teitzman:

Attached for electronic filing on behalf of Florida Public Utilities Company, please find the Company's responses to Staff's First Data Request regarding the Company's revised 2025 DSM report.

Should you have any questions whatsoever, please do not hesitate to contact me. Thank you for your assistance in this matter.

Sincerely,



Beth Keating
Gunster, Yoakley & Stewart, P.A.
215 South Monroe St., Suite 618
Tallahassee, FL 32301
(850) 521-1706

MEK
Cc://(Barrett)

FLORIDA PUBLIC UTILITIES RESPONSES TO STAFF'S FIRST SET OF DATA
REQUESTS ON REVISED DSM REPORT

1. Page 2 of the Report indicates that the Residential Low Income (“Efficiency for All”) program was launched as a pilot in 2025.
 - A. Please state the launch date, and describe the specific marketing effort and channels used to introduce this program into Florida Public Utilities Company’s (FPUC or the utility) operating service territories.

COMPANY RESPONSE:

The Efficiency for All (Low Income) program was launched at the beginning of the fourth quarter of 2025, with the first installation completed during the week of October 13–17, 2025. The program was intentionally structured as a targeted pilot, focusing on community-based engagement with eligible participants in the Northwest and Northeast service territories. Implementation was supported by the Company’s partner for installation, education, and documentation, with the objective of establishing operational efficiency and refining delivery processes. The program will continue in a pilot capacity through 2026 to support optimization and transition to a broader income-qualified enrollment model, with a more comprehensive marketing rollout anticipated beginning in 2027.

- B. The Program Standards portion of FPUC’s 2025 DSM Plan, Appendix B, Page 9 of 16, states that the program’s (2025) pilot initiative “will guide improvements and expansions in 2026.” Please identify and describe what was learned in the program 2025, and what improvements the utility is seeking to make as a result.

COMPANY RESPONSE:

Since launching this program, the Company has confirmed the reliability of its implementation partner, which demonstrated the ability to efficiently perform “blitz-style” installations over concentrated two to three-day windows, supporting scalability. The Company also identified that securing approvals from community associations and property management entities is a primary constraint to broader deployment. In response, the Company has refined its community engagement process by establishing clearer expectations, defined timelines for approval or withdrawal, and more proactive outreach to address concerns. Additionally, coordination of customer education is being streamlined by aligning it more closely with installation activities. These lessons have informed program improvements to support more efficient execution and expansion in 2026 and beyond.

- C. Page 2 of the Report references a “planned expansion” for this program. Please provide specific information on the timing and other aspects of what the expansion entails.

COMPANY RESPONSE:

The planned expansion of the Efficiency for All program is focused on transitioning from a targeted, community-based pilot approach in 2025 and 2026 to a broader, customer-driven

enrollment model beginning in 2027. During the pilot phase, FPUC pre-selects communities where residents meet program eligibility criteria and coordinates agreements to ensure installations are paired with appropriate customer education. As the program expands, the core structure (including partners, measures, and savings assumptions) will remain unchanged; however, the enrollment pathway will evolve. Specifically, eligible customers will be identified through a third-party income verification system, confirmed as FPUC customers, and provided access to schedule participation through a centralized platform aligned with planned “blitz-style” installation windows. This approach is intended to support a more scalable, efficient, and ultimately autonomous program model, supplemented by broader marketing and outreach efforts as the program transitions to full deployment.

2. Page 2 of the Report indicates that the Commercial Chiller Upgrade program offers incentives for the replacement or upgrade of commercial chiller systems with higher efficiency equipment.
 - A. What actions have been done by FPUC to identify customers and/or customer locations that could benefit from replacing or upgrading commercial chiller systems (including, but not limited to water-cooled centrifugal chillers, water-cooled scroll or screw chillers, and air-cooled electric chillers). Provide a response for each respective service district (Northwest Florida and Northeast Florida).

COMPANY RESPONSE:

FPUC has undertaken targeted efforts to identify commercial customers and locations with strong potential for participation in the Commercial Chiller Upgrade program across both service districts, focusing on account classifications, facility characteristics, and geographic areas where cooling-intensive systems are most prevalent. These efforts align with the Company’s broader electric conservation framework, emphasizing targeted segmentation and direct engagement, and have been further enhanced in 2026 through on-demand, in-person outreach support to assist with identification and customer interaction, as appropriate.

- B. In 2025, describe how FPUC proactively marketed this program and/or provided assistance on submitting project proposals to the customers and/or customer locations which it identified. If the utility did not engage in proactive marketing activities to such customers, please explain why.

COMPANY RESPONSE:

In 2025, proactive marketing and direct communication for the Commercial Chiller Upgrade program were limited due to internal restructuring of conservation program delivery, including the elimination of two indirect conservation representative positions and a transition toward a more centrally planned outreach model. During this period, the Company focused on program development and establishing a new engagement framework, shifting from decentralized, indirect outreach to a coordinated, in-person strategy. This model, initially developed for residential survey efforts, has been adapted for commercial applications and began phased implementation in 2026 to support more targeted customer engagement and project proposal development.

- C. Describe present engagement efforts underway (in 2026) that are expressly targeted to customers and/or customer locations which FPUC believes could benefit from replacing or upgrading commercial chiller systems (including, but not limited to water-cooled centrifugal chillers, water-cooled scroll or screw chillers, and air-cooled electric chillers) to provide assistance on submitting project proposals for the Commercial Chiller Upgrade program. If the utility has no plans to engage with such customers, please explain why.

COMPANY RESPONSE:

In 2026, FPUC is implementing a targeted commercial outreach strategy to engage customers and locations with strong potential for Commercial Chiller Upgrade participation, building on its broader electric conservation framework. The Company is prioritizing direct, customer-specific engagement through a centrally coordinated approach, including on-demand, in-person outreach support to assist with customer evaluation, program applicability, and proposal development. This approach reflects the technical complexity and longer planning timelines associated with commercial chiller projects and is designed to facilitate more effective and informed participation.

- D. Through the first quarter of 2026 (March 31, 2026, or the latest date that information is available), how many project proposals for the Commercial Chiller Upgrade program have been received by the utility?

COMPANY RESPONSE:

Through April 22, 2026, FPUC has not received any project proposals for the Commercial Chiller Upgrade program. The Company notes that this outcome is consistent with the ongoing transition to a more targeted, centrally coordinated outreach model, with focused commercial engagement efforts only beginning in 2026. Given the longer planning horizons and higher technical and financial complexity associated with commercial chiller projects, FPUC expects proposal activity to develop as these targeted outreach efforts progress and customer engagement deepens.

3. Page 2 of the Report indicates that the utility’s commercial lighting program was “expanded [in 2025] to include both interior and exterior applications.”

- A. In 2025, describe how FPUC directly marketed the expanded offering to qualified customers. If the utility did not expressly market the expanded offering, please explain why.

COMPANY RESPONSE:

In 2025, direct marketing of the expanded Commercial Interior and Exterior Lighting program was limited due to internal restructuring of conservation program delivery and a transition away from decentralized, indirect outreach. This included the elimination of indirect conservation representative roles and a shift toward a more centrally planned and coordinated engagement model. As a result, 2025 efforts were primarily focused on program development, refinement of the expanded offering, and establishment of a more targeted outreach framework. This new approach, which emphasizes direct, in-person engagement, began phased implementation in 2026 to support more effective communication and customer participation.

- B. Describe present engagement efforts underway (in 2026) that are expressly targeted to customers regarding its Commercial Interior and Exterior Lighting program. If the utility has no plans to engage with such customers, please explain why.

COMPANY RESPONSE:

In 2026, FPUC is implementing a targeted outreach strategy for the Commercial Interior and Exterior Lighting program, building on its centrally coordinated conservation framework. The Company is prioritizing direct engagement with commercial stakeholders through a structured, in-person model designed to identify opportunities, communicate program benefits, and support participation. This includes on-demand outreach support to assist with customer engagement, project identification, and facilitation of program participation, as appropriate. These efforts are intended to enhance awareness and drive adoption of both interior and exterior lighting upgrades among eligible customers.

- C. Through the first quarter of 2026 (March 31, 2026, or the latest date that information is available), how many customers have enrolled in the Commercial Interior and Exterior Lighting program?

COMPANY RESPONSE:

Through April 2026, FPUC received zero customer enrollment(s) in the Commercial Interior and Exterior Lighting program. However, the Company has received a customer submission for this program, is currently validating the documentation received and anticipates having one participant recorded in May 2026.

4. Page 5 of the Report indicates that “FPUC’s 2025 DSM results reflect a transition year as the Company concluded the prior cycle and began implementation of the 2025-2029 DSM Plan.”
- A. In many successive years, the utility’s DSM results were below expected levels. Describe the key “lessons learned” from the old DSM cycle and operational / functional changes that are expected to result in improved performance in the 2025-2029 DSM Plan.

COMPANY RESPONSE:

FPUC’s experience under the prior DSM cycle highlighted several key lessons, including the limitations of decentralized and indirect outreach approaches, the need for more targeted customer segmentation, and the importance of aligning program delivery with customer decision-making timelines, particularly for commercial and industrial projects. In response, the Company has implemented operational and functional changes under the 2025–2029 DSM Plan, including a transition to a centrally coordinated outreach model, enhanced focus on direct and in-person customer engagement, and improved identification and prioritization of high-potential participants. These changes are intended to strengthen program awareness, improve participation rates, and better align conservation offerings with customer needs and project development cycles.

- B. The order approving FPUC’s 2025-2029 DSM Plan (Order No. PSC-2025-0091-PAA-EG, issued March 24, 2025) was approved late in the 1st quarter of 2025. Please provide a detailed explanation why transition efforts impaired the utility’s ability to attract participation in all programs, but especially participation in Commercial/Industrial programs, over the remaining 9 months of 2025.

COMPANY RESPONSE:

The timing of the DSM Plan approval in late March 2025 significantly compressed the implementation window for program deployment during the remainder of the year, particularly for Commercial and Industrial programs, which inherently involve longer planning, budgeting, and procurement cycles. Following approval, FPUC undertook necessary transition activities, including program restructuring, development of updated materials and processes, and reorganization of conservation program delivery, which included a shift away from indirect outreach roles toward a centrally coordinated engagement model. This transition period limited the Company’s ability to initiate and sustain proactive outreach during 2025. For Commercial/Industrial customers in particular, the combination of shortened timelines and longer project development cycles reduced the likelihood of project identification, evaluation, and proposal submission within the same calendar year, resulting in limited participation during the transition period.

- C. Please provide a detailed explanation of how “no . . . [C/I] participation in 2025 . . . [is] consistent with the timing of new program development and longer commercial planning cycles.”

COMPANY RESPONSE:

The absence of Commercial and Industrial participation in 2025 is consistent with both the timing of DSM Plan approval and the inherently longer planning horizons associated with such projects. Following approval in late March 2025, FPUC focused on program development, restructuring, and establishment of updated outreach and engagement frameworks, which limited the time available for active project development within the year. Commercial and Industrial projects typically require extended lead times for engineering evaluation, capital budgeting, internal approvals, and contractor coordination, often spanning multiple quarters. As a result, even where initial customer awareness or interest may have been established in 2025, the progression to formal proposal submission and program enrollment would reasonably extend into 2026, aligning with the observed participation timeline.

- D. Describe the specific actions the utility is taking in 2026 to address participation in Commercial/Industrial programs, noting that no programs had enrollments in 2025.

COMPANY RESPONSE:

In 2026, FPUC is implementing a more targeted and structured outreach strategy to increase participation in Commercial and Industrial programs, building on the centrally coordinated framework established during the 2025 transition period. The Company is prioritizing identification and direct engagement of high-potential customers through a coordinated, in-person outreach model designed to support project awareness, evaluation, and development. This includes focused customer segmentation, prioritized engagement based on likelihood of participation, and

on-demand outreach support to assist with program applicability assessments and proposal development. These actions are intended to align program delivery with the longer planning and decision-making cycles typical of Commercial and Industrial customers and to facilitate increased participation as projects progress through the development pipeline.

- E. Describe the specific actions the utility is taking in 2026 to address all goal achievement shortfalls from 2025.

COMPANY RESPONSE:

In 2026, FPUC is advancing a comprehensive set of actions to address prior-year goal achievement shortfalls, centered on full implementation of a more targeted, centrally coordinated program delivery model. Key actions include enhanced customer segmentation and prioritization, expanded direct and in-person outreach across residential and commercial sectors, and refinement of program messaging to better align with customer needs and decision-making timelines. The Company is also leveraging insights gained during the 2025 transition period to strengthen program positioning, improve engagement effectiveness, and accelerate project development. Collectively, these efforts are designed to increase program awareness, drive participation, and support improved performance relative to established DSM goals under the 2025–2029 Plan.

- 5. Page 11 of the Report shows information on the Commercial HVAC program.

- A. Describe how FPUC directly engages with its customers and/or customer locations to offer this program to eligible customers. If the utility did not engage with such customers, please explain why.

COMPANY RESPONSE:

In 2025, direct engagement with customers for the Commercial HVAC program was limited due to the Company’s transition into the new 2025–2029 DSM Plan and associated restructuring of conservation program delivery. This included a shift away from decentralized, indirect outreach toward a more centrally coordinated engagement model, resulting in reduced direct customer interaction during the transition period. Accordingly, 2025 efforts were primarily focused on program development, refinement of delivery strategies, and establishment of a more targeted outreach framework. This approach laid the foundation for more structured and effective direct engagement beginning in 2026.

- B. Describe present engagement efforts underway (in 2026) that are expressly targeted to customers and/or customer locations that would be eligible for this program. If the utility has no plans to engage with such customers, please explain why.

COMPANY RESPONSE:

In 2026, FPUC is implementing a targeted outreach strategy for the Commercial HVAC program, building on its centrally coordinated conservation framework. The Company is prioritizing direct engagement with eligible commercial customers through a structured, in-person model designed to identify HVAC upgrade opportunities, communicate program benefits, and support participation. This includes outreach to focused stakeholders, prioritized engagement based on the likelihood of project viability, and on-demand outreach support to assist with program applicability

assessments and proposal development. These efforts are intended to align with the technical complexity and planning timelines associated with commercial HVAC projects and to facilitate increased program participation.

- C. Through the first quarter of 2026 (March 31, 2026, or the latest date that information is available), how many customers have enrolled in the commercial HVAC program?

COMPANY RESPONSE:

Through April 2026, FPUC received zero customer enrollment(s) in the Commercial HVAC program.

- 6. Page 13 of the Report indicates that FPUC’s Small Appliance Rebate program began in 2025.

- A. Please state the launch date, and describe the specific marketing effort and channels used to introduce this program into Florida Public Utilities Company’s (FPUC or the utility) operating service territories.

COMPANY RESPONSE:

The Small Appliance Rebate Program was launched in October 2025 and initially deployed through FPUC’s website via a dedicated program page and explanatory content module outlining eligibility, rebates, and participation. Marketing efforts were streamlined and aligned with established utility outreach practices. In 2026, FPUC plans to expand outreach through retailer partnerships and in-store, point-of-sale branded collateral across Northeast and Northwest electric 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 Small Appliance Rebate program?

COMPANY RESPONSE:

From January to April of 2026, the company had three enrollees in the Small Appliance Rebate program.

- 7. Please list the business or civic organizations (such as Chamber of Commerce organizations) that FPUC was a member of in 2025. If applicable, state the date(s) when FPUC representatives attended business or civic organization meetings and presented information to such organizations regarding its DSM Plan offerings. Provide a response for each respective service district (Northwest Florida and Northeast Florida).

COMPANY RESPONSE:

The Company was a member of the following organizations in 2025. While Company representatives periodically attended business or civic organization meetings and informally spoke with other members about DSM program offerings, the Company did not hold any events with these organizations for the purpose of presenting its DSM Plan offerings. The community-oriented

events where the Company intentionally met with customers and others in the community to share such information are identified in the Company’s response to Question 11 below.

Northwest Florida	Northeast Florida
Chamber of Commerce – Calhoun County	Chamber of Commerce – Nassau County
Chamber of Commerce – Jackson County	
Chamber of Commerce – Liberty County	

8. Page 15 of the Report (Table 4-2 Annual Net Benefits) presents a comparison of direct program costs to avoided generation fuel benefits. In Docket No. 20240170-EG (FPUC’s Petition for Approval of Demand-Side Management Plan), the utility provided cost effectiveness evaluations based on the Rate Impact Measure (RIM) test, the Total Resource Cost (TRC) test, and the Participants Cost test.

A. Based on actual data from 2025 for each program identified in Table 4-2, please provide an Excel spreadsheet (with formulas intact and cells unlocked) showing the Annual Net Benefits for all programs based on the RIM test.

COMPANY RESPONSE:

FPUC is providing the requested RIM and TRC workpapers as DR1 Response 8A and 8B, with formulas intact and cells unlocked. The workbook presents results both as originally filed and updated using actual 2025 program costs tied to GL cost categories. A supplemental copy of Exhibit B to the DSM Plan is also provided as a secondary reference, as it contains the broader cost-effectiveness assumptions from the outsourced analysis.

Updating to the actual 2025 costs did not affect avoided benefits; therefore, all impacts reflect changes in program costs. On an aggregate basis, RIM net benefits decreased by approximately \$29.7K, with the benefit-cost ratio declining slightly from 0.4459 to 0.4440. Under the TRC test, net benefits decreased by approximately \$29.8K, with the benefit-cost ratio declining from 1.0230 to 1.0137, remaining above 1.00.

At the program level, results improved where actual costs were lower than assumed (e.g., Residential Heating & Cooling, Low Income, Small Appliance, Commercial HVAC, Chiller) and declined where costs were higher (e.g., Energy Survey, Commercial Lighting), with Commercial Lighting showing the most notable reduction under TRC.

B. Based on actual data from 2025 for each program identified in Table 4-2, please provide an Excel spreadsheet (with formulas intact and cells unlocked) showing the Annual Net Benefits for all programs based on the TRC test.

COMPANY RESPONSE:

Please see the response to DR#1, Question 8A.

9. In FPUC’s responses to Staff’s Second Set of Data Requests in the 2024 DSM Report, the Company stated that no Conservation Demonstration and Development (CDD) projects were undertaken due to a focus on preparation for the 2025–2029 DSM Plan. However, on page 18

of the current Report (Item 5), the Company again indicates that no CDD projects were conducted in 2025 due to portfolio restructuring and implementation activities.

- A. Please explain why no CDD projects were conducted in both 2024 and 2025 and clarify how the reasons provided in each instance differ, if at all.

COMPANY RESPONSE:

FPUC did not conduct CDD projects in 2024 or 2025 due to a consistent sequencing of priorities aligned with the Commission's quinquennial DSM goal-setting cycle. In 2024, resources were focused on development of the 2025–2029 DSM Plan, while in 2025 efforts were directed toward portfolio restructuring and program implementation; although described differently, both years reflect a deliberate emphasis on near-term plan readiness over standalone demonstration work. FPUC's CDD strategy is being refined to support the next DSM goals cycle (2029 docket), with a focus on developing FPUC-specific appliance-level data to improve inputs to technical, economic, and achievable potential studies and associated cost-effectiveness tests, alongside the buildout of an enhanced measurement and verification (M&V) framework leveraging AMI and non-intrusive data approaches.

- B. Identify whether the Company has plans to implement any CDD projects during the 2025–2029 DSM Plan period, including anticipated timing.

COMPANY RESPONSE:

FPUC anticipates implementing targeted CDD activities during the 2025–2029 DSM Plan period, with timing coordinated to support preparation for the next DSM goals cycle. Initial efforts are expected to begin in the latter portion of the Plan period as M&V capabilities are further developed, with CDD projects focused on generating utility-specific appliance and end-use data, validating key planning assumptions, and supporting improved inputs to future potential studies and cost-effectiveness evaluations.

10. Page 1 of the Report states that 2025 DSM program activity reflects a combination of measures implemented under both the prior DSM Plan (January–September 2025) and the new 2025–2029 DSM Plan, and that the cumulative impacts are evaluated against the Commission-approved 2025 goals. However, in FPUC's responses to Staff's Second Set of Data Requests in the 2024 DSM Report, the Company attributed reduced participation and limited marketing efforts in 2024 to preparation for the 2025–2029 DSM Plan.

- A. Please reconcile these statements and explain how participation levels and program performance in 2025 reflect both (i) the continuation of measures under the prior DSM Plan through September and (ii) preparation activities during 2025 for the new DSM Plan.

COMPANY RESPONSE:

FPUC's statements regarding 2024 and 2025 are consistent and reflect different phases of the transition to the 2025-2029 DSM Plan. In 2024, the Company's focus was on preparing for the next DSM cycle, including plan development, portfolio evaluation, and related preparatory

activities, which limited broader marketing and participation efforts during that year. In 2025, program activity reflected both the continuation of measures under the prior DSM Plan through September and implementation of the new 2025-2029 DSM Plan following approval in late March 2025.

As a result, 2025 was a transition year rather than a full year of steady program execution under one framework. While some activity continued under the prior Plan, the Company was also engaged in portfolio restructuring, updated program materials and processes, and a shift to a more centrally coordinated outreach model. These overlapping factors affected participation levels and overall program performance during 2025. The Company evaluated the combined 2025 program impacts against the Commission-approved 2025 goals, consistent with the approved DSM planning framework.

- B. Describe what specific actions are underway in 2026 to improve program participation in all programs.

COMPANY RESPONSE:

In 2026, FPUC is executing a portfolio-wide participation improvement plan centered on full implementation of the centrally coordinated delivery model established under the 2025–2029 DSM Plan. Actions underway include: (i) enhanced customer segmentation and prioritization using account and usage data to identify high-potential residential and commercial participants by service district; (ii) expanded direct, in-person engagement through customer town halls, customer care days, and targeted outreach to commercial decision-makers to support project identification, application support, and proposal development; (iii) strengthened channel activation, including retailer and point-of-sale partnerships for the Small Appliance Rebate program and broader use of coordinated digital, bill messaging, and direct mail outreach to drive customers to program information and enrollment resources; (iv) process refinements to reduce participation friction, including clearer customer education aligned with installation activity (e.g., “blitz-style” scheduling where applicable), improved coordination with implementation partners, and standardized documentation requirements; and (v) increased performance management, including routine tracking of leads, inquiries, and conversion through the participation pipeline and adjustments to outreach timing and messaging based on observed customer response. Collectively, these actions are intended to increase awareness, improve customer access and support, and accelerate enrollment across all programs during 2026.

- 11. Please list the community-oriented events that FPUC representatives attended in 2025 and actively provided information to customers regarding its DSM Plan offerings. Provide a response for each respective service district (Northwest Florida and Northeast Florida).

COMPANY RESPONSE:

Below is a listing of community-oriented events the Company held in both its Northeast and Northwest territories in 2025.

Northwest Florida Community Event	Service District
Big Tent Customer Event	Northwest
Marianna Virtual Customer Event	Northwest
Next Steps at Endeavor Efficiency for All Event	Northwest

Green Market Community Event	Northeast
Fernandina Beach/Amelia Island Customer Care Event	Northeast
NYE Shrimp Drop Event	Northeast

12. 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.

COMPANY RESPONSE:

In 2025, Florida Public Utilities (FPU) implemented a cost-effective marketing approach to promote its Demand-Side Management (DSM) plan offerings, focusing on maximizing customer awareness while minimizing impacts to ratepayers. Marketing efforts utilize established utility communication channels, including bill messaging, direct mail, digital outreach, and customer service interactions, to efficiently reach eligible customers.

Rather than conducting large-scale or third-party market research that would result in additional costs being allocated to customers through rates, FPU relied on existing internal data and program experience to inform its DSM marketing efforts. This included analysis of historical program participation, customer usage and account data, geographic and demographic insights within its service territories, and feedback obtained through customer interactions. FPU also considered publicly available industry research and best practices from peer utilities to refine messaging and outreach strategies as appropriate.

This approach allowed FPU to effectively target DSM marketing efforts, support program participation, and achieve program objectives while maintaining responsible stewardship of ratepayer funds.

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

COMPANY RESPONSE:

FPUC uses social media platforms periodically to increase customer awareness of its DSM programs and direct customers to program information and participation resources. Social content is coordinated with other outreach channels and typically includes program announcements, seasonal energy-efficiency tips, reminders regarding eligibility and incentive availability, and links to the Company’s website for enrollment details and contact information. When specific initiatives require additional visibility or are targeted to defined customer segments or service territories, the Company will implement paid social media advertising to expand reach and improve message targeting and frequency.

- 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.

COMPANY RESPONSE:

The Company develops an annual DSM marketing plan that identifies key programs and initiatives, target audiences, messaging, and the mix and timing of outreach channels to be used across its service territories. As part of this plan, the Company uses select mass media placements, primarily newspaper and billboards for its electric service areas, to support broad awareness while keeping marketing expenses in alignment with overall program costs. Media selections are adjusted based on program priorities and seasonal needs and are coordinated with the Company's other customer communication channels.

- 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.

COMPANY RESPONSE:

In 2026, the Company plans to expand its marketing strategy through multiple customer town halls and customer care day events that provide customers and other stakeholders with direct access to Company representatives. These in-person events are intended not only to address customer questions and service needs promptly, but also to create additional educational opportunities to introduce the Company's new DSM programs, explain program eligibility and participation pathways, and share practical energy-efficiency tips. The Company is prioritizing these more direct engagement methods in 2026 to improve awareness, strengthen understanding of available offerings, and support higher participation levels across its DSM portfolio.

13. In 2025, what was FPUC's System Average Line Loss percentage?

COMPANY RESPONSE:

The average line loss percentage for 2025 was 5.63%.