

Benchmarking Competitiveness

November 6, 2014

RUC Recommendation

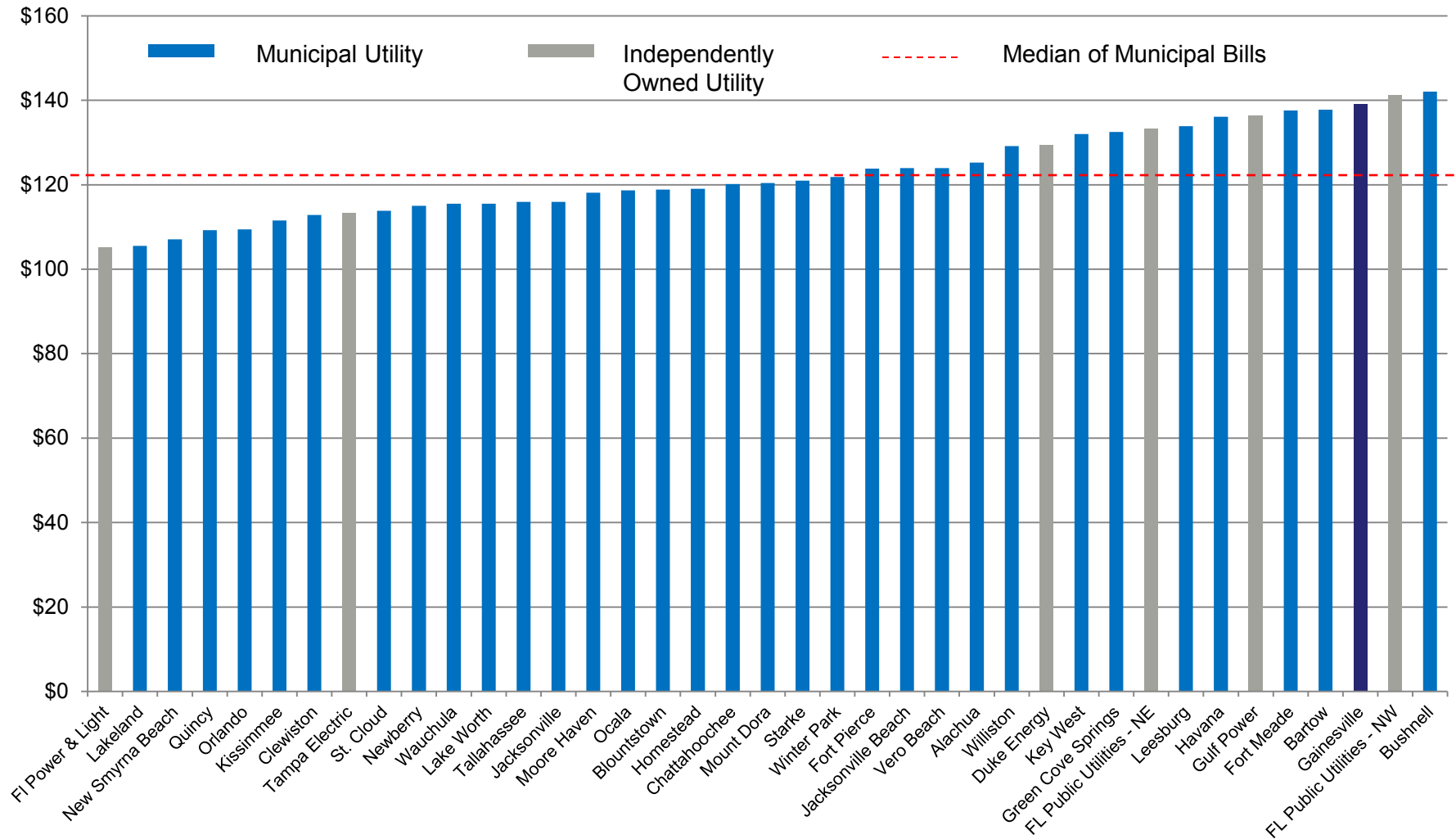
- Staff to provide FMEA compares for benchmarking annually after IOU rate changes implemented each January
 - 1,000 kWh Residential Bill
 - 1,500 General Service Non-Demand Bill
- Staff to provide FMEA compare over time to see how utilities' rates have evolved

Competitive Position

- Chamber recommended *commercial* setting rate target of one-half of one standard deviation above midpoint of rate compares
 - *Residential* 1,000 kWh bill target, based on CY14 year to date, approximately \$128
 - October 1, 2014 Residential 1,000 kWh bill is \$140.50

1,000 kWh Residential Bills in Florida

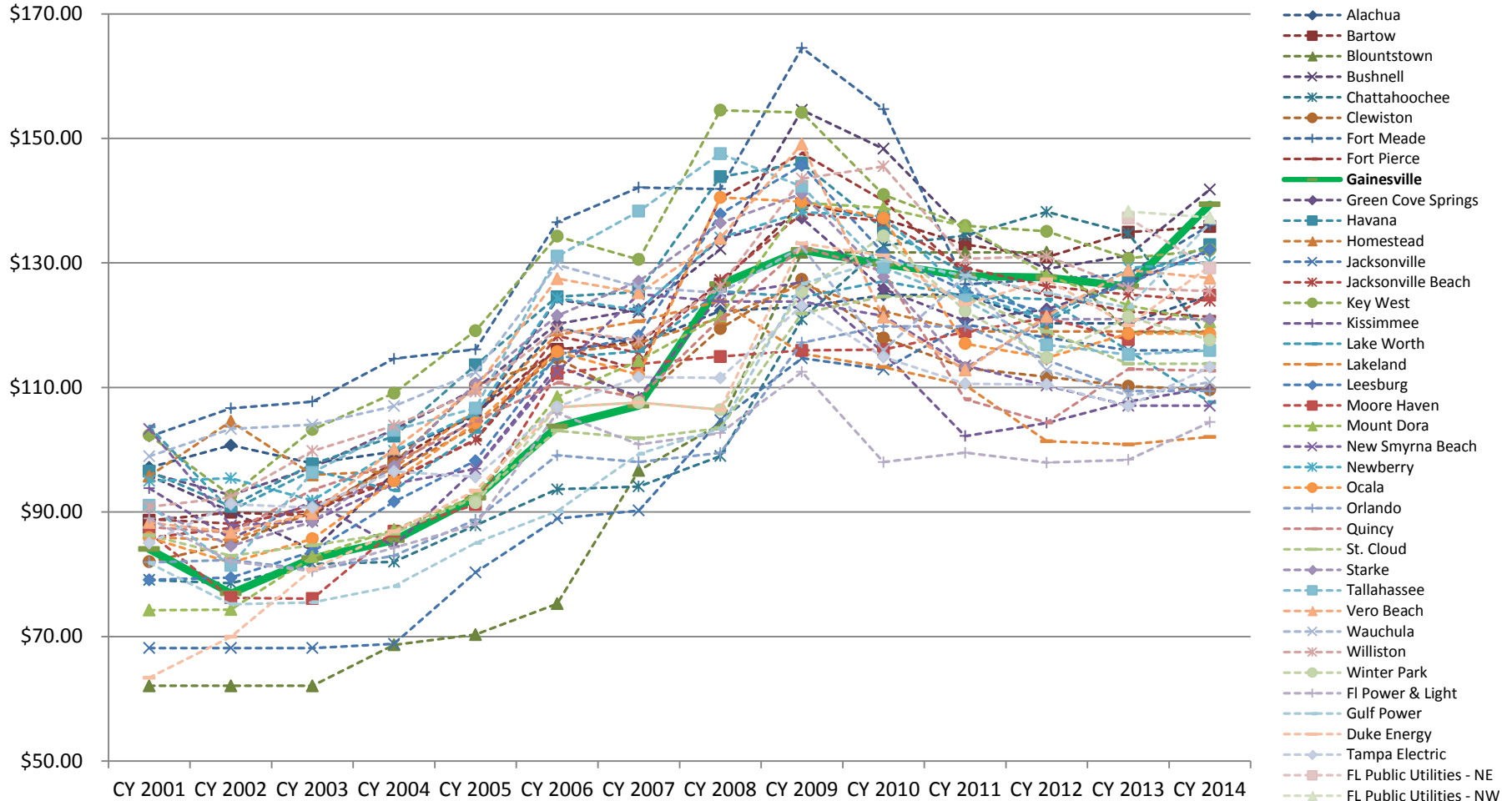
August 2014



Source: FMEA



1,000 kWh Residential Bills



Data Source: FMEA

Highest Rate in Peer Group by Year 2003-2013

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|--------------------|------------|-------------|------------|-----------|-------------|-------------|-------------|------------|------------|------------|------|
| Residential | Ft. Pierce | Tallahassee | Lakeland | Kissimmee | Tallahassee | Tallahassee | Tallahassee | Ft. Pierce | Ft. Pierce | GRU | GRU |
| GSN | Ft. Pierce | Ft. Pierce | Lakeland | Kissimmee | Tallahassee | Tallahassee | Ft. Pierce | Ft. Pierce | GRU | GRU | GRU |
| GSD | New Smyrna | New Smyrna | New Smyrna | Kissimmee | New Smyrna | New Smyrna | GRU | Ft. Pierce | Ft. Pierce | Ft. Pierce | GRU |

(Source: FMEA Monthly Rate Comparisons. 1/03-1/13)



RECOMMENDATION

- Benchmark against FMEA compares annually
- Remove the Chamber's Energy Competitiveness Report from the RUC referral list