

FOOD & WATER TEAM FLORIDA

AFFORDABLE ENERGY CAMPAIGN GUIDE

About Food & Water Action

At Food & Water Action, we mobilize regular people to build political power and move bold, uncompromised solutions to the most pressing food, water, and climate problems of our time. We work to protect people's health, communities, and democracy from the growing destructive power of the most powerful economic interests.

Join us in advocating for energy affordability amid Florida Power & Light's proposed \$9 billion utility rate hike—the largest in U.S. history. At a time when the cost of food, housing, and utilities are skyrocketing, we must engage elected officials to champion utility reform and accelerate the shift away from costly fossil fuels – so Florida can remain a livable, affordable place for all.

Overview

The **Florida Affordable Energy** campaign will mobilize people to pressure elected officials to support affordable energy and climate resilience policies. The Florida Public Service Commission has become a rubber stamp for utility rate hikes. FPL has filed a petition for the largest utility rate hike in U.S. history at nearly \$10 billion. By building pressure around FPL's rate hike case, this campaign will:

- **Raise awareness:** Team members will work in their communities to generate media coverage and educate the public about the need for energy policy that reforms the PSC and phases out costly fossil fuels.
- **Build momentum:** We will have community conversations and organize events to gather public support and demonstrate the widespread demand for action.
- **Engage policymakers:** Our team, alongside policy staff, will hold strategic meetings with governors' offices to advocate for monitoring.
- **Empower action:** We will provide ongoing support through monthly meetings, offering training sessions, issue briefings, and office hours to equip team members with the knowledge and resources needed to be effective advocates.

Our ultimate goal is to elect state leaders who will fight for clean, affordable energy and investments in a climate-resilient Florida.

Questions? Brainstorm? Reach out to Brooke at 727-599-4902 or bward@fwwatch.org

Affordable Energy: the Problem and the First Step towards a Solution

The Problem

The cost of electricity in Florida is skyrocketing because of continued reliance on fossil fuels and investments in fossil fuel infrastructure. These same fossil fuels driving up prices are causing extreme weather patterns, burdening Floridians with further costs. Year after year, the Florida Legislature and Governor DeSantis have passed legislation that prioritizes utility profits over community needs. This has allowed the Public Service Commission — appointed by the governor and directed by Florida laws — to become a rubber stamp to some of the highest electricity rate hikes in the United States.

The First Step towards a Solution

- Florida residents have experienced some of the highest rate hikes in the last decade. Year after year, utility companies file record-breaking requests to raise bills ever higher. FPL just filed for a new rate hike for nearly \$10 billion, the largest utility ask in United States history.
- The Florida Supreme Court has even recognized PSC's abuse in issuing a rubber-stamp approval for each corporate utility ask, no matter how large. Why do you think FPL felt empowered to make the largest rate hike ask in U.S. history?
- Utilities use funny math to make it look like they aren't hiking up bills. But the truth is, Florida residents pay more for power than most of the rest of the country. Florida is in the top ten most expensive states for energy bills.
- For-profit investor-owned utilities have been incrementally raising customer rates, trying to avoid public pushback. While passing on costs of projects and fuel to the public, Florida utility corporations have been making record profits for themselves and their shareholders.
- DeSantis' PSC has created a favorable regulatory environment wherein the public bankrolls utility corporation profits.
- Utility corporations can pass on the costs of fuel, pipelines, and power plants directly to the public, so they double down on dirty gas because they know customers will unknowingly keep bankrolling these efforts.
- FPL prioritizes corporate greed over people's needs by ensuring that shareholder profits/returns and executive compensation are funded by the public's electricity bills that increase year after year.
- **FLORIDA FAMILIES ARE HURTING FROM UNCHECKED UTILITY RATE HIKES:** At a time when Floridians are experiencing rising inflation and high costs, we must protect them from utility rate hikes that result in additional financial hardship.

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- **THE PSC SHOULD DO MORE TO PROTECT CUSTOMERS AND OPTIONS TO SAVE:** The PSC plays a huge part in safeguarding the interests of Floridians by ensuring their input is considered in critical energy decisions.

Get involved today!

Food & Water Action wins campaigns like this by organizing locally to make big impacts nationally. To do this, we rely on volunteers like you! We will be setting up one-on-one calls with all volunteers involved in the campaign and tapping folks into teams. However, **there are a few actions that you can take today to get involved!**

Submit public comment to the PSC

We need your help to demand that the Florida Public Service Commission (PSC) oppose FPL's rate hike. Public comments give us a platform to make sure the PSC hears our voices and sees the impact their decisions have on working families.

What should I say?

[FPL 2025 Rate Case 1-pager.pdf](#)

Public comments should identify who you are and why you care about this issue. How have skyrocketing electricity bills impacted your family? What financial decisions have you had to make to afford your bill?

This is also an opportunity to bring up other issues with FPL's rate request around their investments in fossil fuels and high return on equity to increase shareholder profits.

Example:

Dear Florida Public Service Commissioners,

As a Florida Power & Light (FPL) customer, I strongly oppose the largest rate increase in U.S. history. This excessive hike would place an unfair burden on customers, especially low-income customers or older adults on fixed incomes who simply cannot afford to pay more.

With costs for housing, healthcare, and everyday essentials already high, the last thing I need is a higher electric utility bill. FPL is already a highly profitable company— asking customers to pay more just to boost corporate profits is completely unacceptable.

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I urge you to reject FPL's request for a higher return on equity and increase to the monthly base rate. The PSC must prioritize customers over corporate greed and ensure utility rates remain fair and affordable.

Please stand up for Floridians and say NO to this massive rate hike.

How to submit

You can submit your public comment to the PSC clerk, and it will be added to the docket. Email CLERK@PSC.STATE.FL.US and include "Docket #20250011" in the subject line.

Send a Letter to the Editor (LTE)

The LTE section is one of the most widely read sections of the paper and it is important for educating and persuading editors, the public, and decision makers. There is even someone in every governor's office whose job it is to comb through all the local newspapers to see if there are letters to the editor about that governor. Meaning, LTE's are a direct way to communicate with your governor!

What Is a Letter To the Editor (LTE) and Why Now?

A "Letter to the Editor" (LTE) is an opportunity to provide an additional viewpoint on an article previously published in a news outlet such as a newspaper or news magazine. Letters are brief (usually 150-250 words in length) and focused in format, and should be written and submitted for publication within a few days of the original article's appearance in print. Letters submitted by local residents have the best chance of being accepted for publication. While news articles may not have the exact details or perspective that we would like to see, an LTE is a way to elevate our specific message or demands and get them published in a newspaper.

LTE Checklist

- ☐ Familiarize yourself with the talking points below.
- ☐ Pick a story in your local newspaper to respond to. It could be about the PSC hearings, hurricane season, clean energy, or rising costs more broadly.
 - ☐ Always include a call to action at the end! For our purposes, something like "DeSantis' PSC must reject FPL's rate hike and protect Florida families."
- ☐ Draft and proofread your letter. *Send to Brooke for help with edits.*
- ☐ Submit your letter to your local paper.

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- ❑ [Complete this](#) LTE tracker form so we can track our progress!
- ❑ Once your letter has been published, forward it to Brooke at bward@fwwatch.org so that we can amplify it in our networks— and don't forget to amplify it in yours!

Talking Points

- Fossil fuels are driving rate hikes and extreme weather, and Florida families are paying the price for it:
 - The same fossil fuels driving extreme heat and hurricanes are also driving up our electricity bills. Florida cannot rely on fossil fuels if we want a livable, affordable future.
 - Dirty fossil fuels have a direct economic impact on all Floridians, from rising bills to hurricane recovery costs. We need our elected officials to fight for affordability and climate resilience by phasing out fossil fuels and investing in resilient infrastructure.
- DeSantis' Florida chooses to protect greedy corporations and their profits with handouts at the expense of thriving communities:
 - DeSantis' Florida has chosen to ignore climate change in its policy initiatives — and it's limiting local governments from considering it as well. His administration has been driven by corporate handouts and dog whistles.
 - Corporate greed and affordability aren't party line issues. All Floridians deserve a Florida they can afford to live in.
- Florida utilities continue to double down on fossil fuels because they make money, not because it's good for people:
 - Florida utilities have doubled down on fracked gas, because they can pass those costs onto Florida families. From the cost of fuel to investments in dirty fossil fuel infrastructure, we pay the costs, not utilities.
 - Utilities get big returns on investments in fossil fuels by using funny math to increase costs and lock in a fossil fuel future. The only reason fossil fuels are profitable is because consumers are tethered to gas for their electricity. In the next 5 years, gas prices are set to increase by over 30%. Floridians can't afford to pay into climate-killing energy that makes greedy corporations even richer.
- Skyrocketing electricity bills connect the dots between the state's fossil fuel infrastructure, climate-related disasters, and the growing economic burden on Floridians to ultimately end Florida's fossil fuel addiction.

Sample LTE

Here's an example of an LTE submitted to a Ft. Myers newspaper about the PSC in-district

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hearings for FPL, published May 24, 2025:

*Families across Florida are doing everything they can to stay afloat. We are juggling high rent, rising grocery prices, and still recovering from storms that keep hitting harder each year. **Now Florida Power & Light wants to raise our electric bills by nearly 10 billion dollars.** If approved, it means paying at least 200 dollars more each year by 2027. FPL customers have already seen bills rise by over 400 dollars in the last five years.*

This is not just about numbers. It is about our homes, our grandparents, our children. It is about people turning off the air conditioning in the middle of summer because the bill is too high. It is about neighbors already struggling being pushed even closer to the edge.

*We do not have to accept this. The first public hearing is happening right here in Lee County. This is our moment to speak up. Testimony becomes part of the legal record and can directly impact the final decision. **Please join us: Lee County Civic Center, 11831 Bayshore Road, North Fort Myers, Wednesday, May 28, 9:00 a.m. public hearing.** Let's stand together for clean, affordable energy and a future that works for all of us.*

- Solemi Hernandez, Naples

REMINDER

After you've submitted your LTE, remember to share an update with us so we can track our progress.

- ☐ **DON'T FORGET to complete this LTE tracker** form so we can see how many letters were submitted.
- ☐ If your letter is published, forward it to Brooke at bward@fwwatch.org



Call your state senator and representative

We need our elected officials to prioritize policies that fight for affordable energy and invest in climate resilience. Affordable energy is clean energy. Proactive policies to stop the expansion of costly, climate-killing fossil fuels will ultimately cost the community less than reactive policy bandaids. We need a clean and sustainable energy future powered by locally generated sun, and we need infrastructure investments to prepare our communities from flooding, wind and extreme heat.

To win these policy changes, we need leadership in Florida to prioritize affordable energy and climate resilience.

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Right now, we are asking elected officials across the state to sign an [Elected Official Sign On Letter](#) opposing FPL's rate hike.

To find your Florida state representative or senator:

<https://www.flhouse.gov/FindYourRepresentative>

Sample Script

Hi, my name is [NAME] and I'm a constituent of Rep/Sen [elected's name]. I'm calling because I'm concerned about fossil fueled electricity rate hikes. Year-after-year the Florida Public Service Commission approves bill increases. I urge Rep/Sen [elected's name] to fight these rate hikes and support legislation that reforms the Public Service Commission and protects Florida families from rising costs.

Ask others to call!

We win real improvements in people's lives by demonstrating power to our elected officials. The best way to do this is by having lots of people reach out to their offices. There are two ways that you can help build this pressure:

1. Ask five friends to call their Florida State representative and senator. [Share the instructions from above.](#)

2. Join one of our phone banks and drive calls into key legislators' offices.

More updates coming soon!!

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