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October 16, 1997

Charles A. Guyton

**By Hand Delivery**

Blanca S. Bayo, Director  
Records and Reporting  
Florida Public Service Commission  
4075 Esplanade Way, Room 110  
Tallahassee, Florida 32399-0850

9760624-EG

**RE: Green Pricing Quarterly Report**

Dear Ms. Bayo:

✓  
Enclosed for filing on behalf of Florida Power & Light Company are the original and fifteen copies of the Florida Power & Light Company Green Pricing Research and Development Project First Quarterly Report. The report covers the third quarter of 1997. If you or the Staff have any questions regarding this filing, please contact me.

Very truly yours,



Charles A. Guyton  
Attorney for Florida Power &  
Light Company

*Colson*  
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**Florida Power & Light Company  
Green Pricing  
Research and Development Project  
First Quarterly Report  
Report Period: Third Quarter 1997**

**PROGRAM STATUS:**

The FPL Green Pricing Research and Development Project (GPRDP) was approved by the Commission in Order No. PSC-97-0528-FOF-EG, dated May 7, 1997. This program is designed to allow FPL the flexibility to test FPL customer response to a Green Pricing Initiative. Under the GPRDP, FPL will solicit contributions from its customers to be used to purchase, install, maintain, and operate photovoltaic (PV) Modules on FPL's system.

Since this project was approved, FPL's Marketing Staff Department went through a restructuring process. Minimal work was accomplished in the third quarter reporting period regarding the GPRDP. Two marketing firms were retained by FPL at the end of the third quarter to conduct consumer understanding research and concept testing. These firms are Understanding Unlimited and Lundt Associates. This research is projected for completion during the fourth quarter of 1997.

By the end of the fourth quarter of 1997, FPL projects completion of all planning necessary for implementation of the project in the first quarter of 1998. This includes completing the consumer understanding model, developing a marketing and communication plan, and setting up all infrastructure for processing contributions.

FPL will submit its proposed marketing strategy and language to LEAF for its review and suggestion as set forth in the stipulation entered into between FPL and the Legal Environmental Assistance Foundation, Inc. ("LEAF") dated March 19, 1997.

**BUDGET/EXPENDITURES:**

**The GPRDP has an approved two year cost cap of \$475,000.**

**FPL's annual expenditures are \$0.00**

**FPL's program to date expenditures are \$0.00**

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