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Public Service Commission

September 5, 2008

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COMMISSION
CLERK

R. Wade Litchfield, Esquire
Florida Power & Light Company
700 Universe Boulevard
Juno Beach, Florida 33408

STAFF DATA REQUEST

Re: Docket No. 070626-EI - Review of Florida Power & Light Company's Sunshine Energy Program.

Dear Mr. Litchfield:

After review of information pertaining to Florida Power & Light Company's (FPL) Sunshine Energy Program, a need for additional information vital to this proceeding was apparent. Commission staff therefore requests that FPL supply the following information. Please note that this data request does not relate to the Sterling Planet contract for commercial customers.

1. Please provide evidence of any monitoring FPL conducted of Green Mountain during the life of the contract including, but not limited to, any audits performed or reviews of marketing materials.
2. To the best of FPL's knowledge, has Green Mountain ever sought certification with Green-e Energy or any other standards organization?
3. To the best of FPL's knowledge, has Green Mountain ever been denied certification by any standards organization?
4. Did FPL require Green Mountain to operate pursuant to a Code of Conduct? Please provide a copy of any code of conduct FPL may have required of the Green Mountain contract.
5. Did FPL require Green Mountain to abide by any customer disclosure requirements? Please provide a copy of any customer marketing disclosure requirements that were applied to the Green Mountain contract.
6. During the life of the contract, what steps did FPL take to ensure that Green Mountain was making factually accurate and appropriate statements about their product?
7. During the life of the contract what steps did FPL take to ensure that environmental marketing claims were factually based and could be verified to the extent feasible?

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8. During the life of the contract, did FPL conduct any type of annual verification of product sales and purchases? Please provide a copy of the result of any annual verification performed.
9. During the life of the contract, did FPL conduct a review of the marketing materials used by Green Mountain? Please explain or provide a copy of the results of any marketing review FPL may have conducted on Green Mountain.
10. Please provide any written criteria used by FPL to evaluate the marketing material of Green Mountain.
11. Did FPL have any documented expectation or requirements regarding the expenditure allocation of the Sunshine Energy dollars provided to Green Mountain? For example, did FPL have any expectation as to the level of administrative and marketing expenses? If so, please provide.
12. What controls did FPL employ to ensure that these expenditure expectations or requirements were met?
13. What benchmarks did FPL use to ensure an appropriate portion of the voluntary contributions went for either TRECs or solar projects?
14. What benchmarks did FPL use to determine the appropriate portion of the voluntary contribution to be used for administrative expense?
15. What benchmarks did FPL use to determine the appropriate portion of the voluntary contribution to be used for marketing expenses?
16. Please provide a copy of each script used by FPL employees for telemarketing regarding the Sunshine Energy Program. Please describe the promotional objective(s) associated with each script.
17. Please provide a copy of each direct mail piece sent by FPL regarding the Sunshine Energy Program. Please describe the promotional objective(s) associated with each direct mail piece provided.
18. Please provide a copy of each bangtail sent regarding the Sunshine Energy Program. Please describe the promotional objective(s) associated with each bangtail provided.
19. Please provide a copy of each bill insert sent regarding the Sunshine Energy Program. Please describe the promotional objective(s) associated with each bill insert provided.

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20. Previously, FPL had on its website "Sunshine Energy FAQs." One of the questions was about costs and FPL stated that, "the charge goes toward the purchase of renewable resources for the program and nominal administrative costs to operate the program." Please explain the basis for describing administrative costs as nominal.

Time is of the essence in order to allow sufficient time for staff to analyze the data requested. Therefore, I request that responses to the above questions be provided, on an expedited basis, by Monday, September 15, 2008. I also request that the responses be provided on an earlier, piecemeal basis, to the extent possible. If you have any questions, please do not hesitate to contact me at (850) 413-6218.

Sincerely,



Katherine Fleming
Senior Attorney

KEF/tfw

cc: Office of Commission Clerk
Natalie Smith, Florida Power & Light Company
Robert Scheffel Wright, Young van Assenderp
John Holtz, Green Mountain Energy
Office of Public Counsel