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May 29, 1997

Charles A. Guyton
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By Hand Delivery

Blanca S. Bayó, Director
Records and Reporting
Florida Public Service Commission
2540 Shumard Oak Boulevard, Room 110
Tallahassee, Florida 32399-0850

**RE: Florida Power & Light Company's Marketing
Conservation Research and Development Program
Docket No. 961002-EI**

Dear Ms. Bayó:

At the request of Staff, Florida Power & Light Company (FPL) is filing the original and fifteen (15) copies of FPL's Marketing Conservation Research and Development Program First Quarterly Report. The report covers the first quarter of 1997.

Also enclosed is an additional copy of the report which we request that you stamp and return to our runner.

If you or your Staff have any questions regarding this filing, please contact me at 222-2300.

Very truly yours,

Charles A. Guyton

- ACK _____
- AFA _____
- APP _____
- CAF _____
- CMU _____
- CT _____
- EAG** *Futrell*
- LEG 1 CAG/ld
- LIN _____ cc: L. Wagner, Esq. (w/ encl.)
- OPC _____ TAL/20470-1
- RCH _____
- SEC 1
- WAS _____
- OTH _____

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0-5396 MAY 29 97
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**Marketing Conservation Research
and Development Program
First Quarterly Report
Report Period: First Quarter 1997**

Program Status:

The FPL Marketing Conservation Research and Development Program (MCRD) was approved by the Commission in Order No. PSC-97-0100-FOF-EI dated January 27, 1997. This program is designed to allow FPL the flexibility to develop specific projects to test alternative incentive and / or marketing strategies for existing DSM programs. As these projects are developed FPL will provide the PSC staff program standards outlining the proposed changes.

Since this Program was approved, FPL has focused its efforts on redesigning the majority of its existing DSM programs. On May 6, 1997 FPL submitted to the PSC program revisions for the following programs:

- Residential Air Conditioning Program
- Residential Building Envelope Program
- Duct System Testing and Repair Program
- Commercial/Industrial Heating, Ventilating and Air Conditioning Program
- Commercial/Industrial Efficient Lighting Program
- Off Peak Battery Charging Program
- Commercial/Industrial Building Envelope Program

Based on the revisions planned for these programs, FPL has not needed to submit an MCRD project as of this time.

Budget / Expenditures:

The MCRD Program has an approved total cost capped at \$2,646,000 for the time period October 1996 through September 1999, with an annual cap of no more than \$1,134,000.

FPL's annual expenditures are \$0.
FPL's program to date expenditures are \$0.

DOCUMENT NUMBER-DATE

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