

STEEL ■
HECTOR
■ DAVIS

Steel Hector & Davis LLP
215 South Monroe, Suite 601
Tallahassee, Florida 32301-1804
904.222.2300
904.222.8410 Fax

ORIGINAL
FILE COPY

August 14, 1997

Charles A. Guyton
904.222.3423

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**

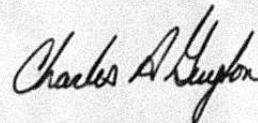
Dear Ms. Bayó:

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 Second Quarterly Report. The report covers the second 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 _____
- CTR _____
- EAG _____
- LEG / _____
- LIN _____
- OPC _____
- RCH _____
- SEC / _____
- WAS _____
- TH _____

CAG/ld
cc: M. Futrell (w/ encl.)

Miami
305.577.7000
305.577.7001 Fax

West Palm Beach
561.650.7200
561.655.1509 Fax

Key West
305.292.7272
305.292.7271 Fax

DOCUMENT NUMBER-DATE
08235 AUG 14 6
582.951.4106 Fax
FPSC-RECORDS/REPORTING

**Marketing Conservation Research
and Development Program
Second Quarterly Report
Report Period: Second Quarter 1997**

**ORIGINAL
FILE COPY**

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.

Since this Program was approved, FPL has focused its efforts on redesigning the majority of its existing DSM programs. FPL is planning to begin developing specific MCRD projects once its current DSM program modification petitions are decided by the Commission and all implementation issues are resolved. As these projects are developed, FPL will provide the PSC staff program standards outlining the proposed changes.

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

08235 AUG 14 6

FPSC-RECORDS/REPORTING