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November 14, 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 Third Quarterly Report. The report covers the third quarter of 1997.

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

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

AFA 2300.

APP _____

CAF _____

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EAG Futrell

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OPC CAG/ld

RCH cc: M. Futrell (w/ encl.)

SEC TAI/22804-1

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OTH _____

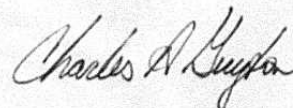
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Very truly yours,



Charles A. Guyton

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**Marketing Conservation Research
and Development Program
Third Quarterly Report
Report Period: Third 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.

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. FPL anticipates it will submit its first proposed project during the first quarter of 1998. When this project design is completed, 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 \$5,703.

FPL's program to date expenditures are \$5,703.

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