

STEEL
HECTOR
DAVIS

ORIGINAL

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

Charles A. Guyton
904.222.3423

December 10, 1997

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

By Hand Delivery

970000

Re: Green Pricing Quarterly Report

Dear Ms. Bayó:

Enclosed for filing on behalf of Florida Power & Light Company (FPL) are the original and fifteen (15) copies of Florida Power & Light Company's Green Pricing Research and Development Project Revised First Quarterly Report. The report covers the third quarter of 1997. If you or your Staff have any questions regarding this filing, please contact me.

Very truly yours,

Charles A. Guyton

- ACK
- AFA _____
- APP _____
- CAF _____
- CMU CAG/d
- CTR encs.
- EAG TAL/23174-1
- LEG 1
- LIN _____
- OPC _____
- RCH _____
- SEC 1
- WAS _____
- OTH _____

RECEIVED & FILED
[Signature]
FPSC-BUREAU OF RECORDS

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
12634 DEC 10 97
FPSC-RECORDS/REPORTING

ORIGINAL

**Florida Power & Light Company
Green Pricing
Research and Development Project
Revised 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 \$8,679.14

FPL's program to date expenditures are \$8,679.14