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May 13, 1998

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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**

980000

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 Fifth Quarterly Report. The report covers the first quarter of 1998.

ACK _____

AFA _____

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CAF _____

CMU _____ 2300.

CTR _____

EAG Futrell

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OTH _____ cc: M. Futrell (w/ encl.)

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Very truly yours,

Charles A. Guyton

Charles A. Guyton

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**Marketing Conservation Research
and Development Program
Fifth Quarterly Report
Report Period: First Quarter 1998**

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.

During the first quarter of 1998, FPL focused its efforts on the redesign and implementation of the majority of its existing DSM programs. The redesigned DSM programs were effective on March 1, 1998. FPL has started to design a research plan to determine how to improve the effectiveness of its residential load control program. It is anticipated that once this research is completed, FPL will be submitting a load control related MCRD project based on its results.

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 \$5,703.

DOCUMENT NUMBER-DATE

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