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February 15, 1999

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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**

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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 Eighth Quarterly Report. The report covers the fourth quarter of 1998.

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

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Very truly yours,

Charles A. Guyton
Charles A. Guyton

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STEEL HECTOR & DAVIS LLP

**Marketing Conservation Research
and Development Program
Eighth Quarterly Report
Report Period: Fourth Quarter 1998**

Program Status:

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

During the fourth quarter of 1998, FPL completed an analysis of the On Call customer satisfaction research that was fielded in the third quarter of 1998. This research provides a more complete understanding of customer dropouts and customer satisfaction for the residential load control program when the program is activated. A new communication plan is being developed to address the unmet customer needs that were discovered in this research. FPL will also be investigating the relationship between communications, customer satisfaction and incentive levels, which will lead to a load control related MCRD project.

FPL has continued to investigate potential MCRD projects that will examine the impacts of seasonal incentives for several of its DSM programs. Preliminary research plans are currently being developed.

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.

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