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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 Ninth Quarterly Report. The report covers the first quarter of 1999.

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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cc: M. Futrell (w/ encl.)
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**Marketing Conservation Research
and Development Program
Ninth Quarterly Report
Report Period: First Quarter 1999**

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 first quarter of 1999, FPL planned additional On Call qualitative and quantitative research to investigate the relationship between communications, customer satisfaction and incentive levels. This research will be fielded in the second quarter of 1999. A new communication plan was developed to reposition the On Call program. The primary objectives of the new plan are to communicate the new positioning statement, maintain customer satisfaction levels and ensure program goals are met. In the second quarter of 1999, FPL will execute the new communications plan. We will also begin designing the pilot to test the lower incentives with new program participants.

FPL has also identified the need to explore different means of increasing the cost-effectiveness and customer satisfaction of the duct test program while meeting participation goals. Since consumer demand is highly seasonal (peak: April – October), during this period, FPL is in the process of developing a new off-season incentive program and plans to launch a pilot, in a test market area, in the third quarter of 1999.

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 \$8,100.
FPL's program-to-date expenditures are \$13,803.

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