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August 16, 1999

Steel Hector & Davis LLP  
215 South Monroe, Suite 601  
Tallahassee, Florida 32301-1804  
850.222.2300  
850.222.8410 Fax  
www.steelhector.com

Charles A. Guyton  
850.222.3423

**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 Tenth Quarterly Report. The report covers the second 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,

*[Signature: Charles A. Guyton]*  
Charles A. Guyton

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**Marketing Conservation Research  
and Development Program  
Tenth Quarterly Report  
Report Period: Second 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 second quarter of 1999, FPL fielded additional On Call qualitative and quantitative research to investigate the relationship between communications, customer satisfaction and incentive levels. As a result of the research findings, 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 third quarter of 1999, FPL will initiate execution of the new communications plan. Additionally, in the third quarter of 1999, FPL will field quantitative research to help determine appropriate amounts for a reduced incentive which ensure cost effectiveness while meeting program participation goals. Following that, FPL will be designing an in-market pilot to test the lower incentives with new program participants.

FPL 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 continuing to evaluate the development of a new off-season incentive program.

**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 \$67,340.

FPL's program-to-date expenditures are \$73,043.

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