

BEFORE THE
FLORIDA PUBLIC SERVICE COMMISSION
DOCKET NO. 070002-EG
DETERMINATION OF CONSERVATION COSTS RECOVERY FACTOR

Direct Testimony of
MARC S. SEAGRAVE
On Behalf of
FLORIDA PUBLIC UTILITIES COMPANY

- 1 Q. Please state your name and business address.
- 2 A. Marc S. Seagrave: my business address is P.O.
3 Box 3395 West Palm Beach, Florida 33402-3395.
- 4 Q. By whom are you employed and in what capacity?
- 5 A. I am employed by Florida Public Utilities
6 Company as Director of Marketing and Sales.
- 7 Q. What is the purpose of your testimony at this
8 time?
- 9 A. To Advise the Commission as to the Conservation
10 Cost Recovery Clause Calculation for the period
11 January, 2008 through December, 2007.
- 12 Q. What respectively are the total projected costs
13 for the period January 2008 through December,
14 2008 in the Consolidated Electric Division?
- 15 A. The total projected Conservation Program Costs
16 are \$552,000. Please see Schedule C-2, page 2,
17 for the programmatic and functional breakdown of

1 these total costs.

2 Q. What is the true-up amount to be applied to

3 determine the projected net total costs for the

4 period January, 2007 through December, 2007?

5 A. As reflected in the "C" Schedules, the true-up

6 amount for Consolidated Electric Division is

7 \$26,381. The amount is based upon seven months

8 actual and five months estimated data.

9 Q. What are the resulting net total projected

10 conservation costs to be recovered during this

11 period?

12 A. The net total costs to be recovered are

13 \$525,619.

14 Q. What is the Conservation Adjustment Factor

15 necessary to recover these projected net total

16 costs?

17 A. The Conservation Adjustment Factor is \$.00067

18 per KWH.

19 Q. Are there any exhibits that you wish to sponsor

20 in this proceeding?

21 A. Yes. I wish to sponsor as exhibits for each

22 division Schedules C-1, C-2, C-3, C-4, and C-5

23 (Composite Prehearing Identification Number

24 MSS-2), which have been filed with this

25 testimony.

1 Q. How does Florida Public Utilities plan to
2 promote the Commission approved conservation
3 programs to customers?

4 A. These programs will be promoted through the
5 continued implementation of the company's "Good
6 Cents" branding.

7 Q. What is the "Good Cents" branding?

8 A. "Good Cents" is a nationally recognized,
9 licensed energy conservation branding program.
10 This program is fuel neutral by design and has
11 been successfully utilized by approximately 300
12 electric and natural gas utilities located
13 across 38 states from Maine, to Florida to
14 California and Washington.

15 Q. How does Florida Public Utilities utilize this
16 branding?

17 A. Florida public utilities has successfully
18 leveraged the GoodCents marketing by other
19 utilities in northern Florida and southern
20 Georgia since approximately 1980 and has built a
21 high level of awareness within these electric
22 territories. The Company uses the "Good Cents"
23 branding to create an awareness of its energy
24 conservation among consumers, businesses,
25 builders and developers.

1 Florida Public Utilities will leverage the high
2 visibility brand, well established national
3 image of quality, value and savings, established
4 public awareness, and proven promotional lift
5 (average 11%) to build participation in our
6 residential and commercial energy conservation
7 programs. We will apply the branding strategy
8 to promote activities via broadcast and print
9 media, educational events and collateral
10 materials. Through this branding, end users and
11 decision makers can readily identify where to
12 obtain energy expertise to assist them with
13 their energy decisions.

14 Q. Has Florida Public Utilities Company included
15 the estimated cost of the campaign in the
16 projected costs associated with the conservation
17 programs?

18 A. Yes, the estimated cost of the campaign and
19 services are included in the budget projections
20 for 2008.

21 Q. Does this conclude your testimony?

22 A. Yes.

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