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Public Service Commission

August 27, 2008

Steven R. Griffin, Esquire
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P.O. Box 12950
Pensacola, FL 32591-2950

STAFF'S DATA REQUEST

Re: Docket No. 080395-EG - Petition for approval of modifications to demand-side management plan by Gulf Power Company.

Dear Mr. Griffin:

By this letter, the Commission staff requests that Gulf Power Company (Gulf) provide responses to the following data requests:

1. Regarding the proposed Energy Education Program, please explain or identify the specific metrics that will be used to assess the effectiveness of the advertising campaign.
2. Please explain the basis of the Energy Education Program advertising budget, i.e. what led to the \$800,000 estimate.
3. Please provide a detailed listing of the anticipated use of the Energy Education Program advertising budget.
4. Please provide sample copies of the proposed Energy Education Program advertising to promote energy efficiency and Gulf's energy conservation programs.
5. Please provide samples of current "energy awareness" advertisements.
6. Please explain whether the Energy Education Program advertising will include the promotion of renewable energy or strictly focus on reducing energy consumption.
7. Please explain or identify the demographics or targeted audience (residential, commercial, industrial, income brackets, etc.) of the proposed Energy Education Program's advertising.

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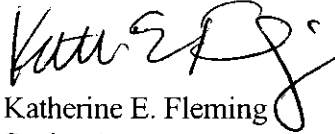
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8. Please provide a recalculation of the recently provided RIM test for the Solar Thermal Water Heating Pilot Program, without considering lost revenues ("Changes in Electric Revenues"), as specified by the 2008 revision to Chapter 366.82(3)(a), F.S.
9. Please explain or identify how much money Gulf has spent on the Solar Thermal Water Heating Pilot Program, including expenditures for the web page http://www.gulfpower.com/residential/solar_water_heating.asp and the five associated pages.

Please provide responses by September 4, 2008. If you have any questions, please do not hesitate to contact me at (850) 413-6218.

Sincerely,



Katherine E. Fleming
Senior Attorney

KEF/tfw

cc: Office of Commission Clerk
Office of Strategic Analysis & Governmental Affairs (Garl, Ellis)
Docket 080395-EG - Parties