

**BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION**

In re: Review of Florida Power & Light Company's Sunshine Energy Program ) Docket No. 070626-EI  
 )  
 ) Filed: September 19, 2008

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**GREEN MOUNTAIN ENERGY COMPANY'S  
NOTICE OF INTENT TO REQUEST CONFIDENTIAL CLASSIFICATION**

Pursuant to Florida Administrative Code Rule 25-22.006(3)(a), Green Mountain Energy Company ("Green Mountain") files this Notice of Intent to Request Confidential Classification ("Notice"). This Notice relates to information provided by Green Mountain in response to Staff's Data Request dated September 5, 2008 ("Staff's Data Request"), which is Exhibit A to this Notice. This information is intended to be and has been treated by Green Mountain as private and confidential and has not been publicly disclosed. Two copies of Green Mountain's documents responsive to Staff's Data Request with the confidential information redacted are attached as Exhibit B to the Notice, and a complete, unredacted copy of Green Mountain's response to Staff's Data Request with the confidential information marked as "Confidential" is enclosed in the red envelope labeled "Exhibit C CONFIDENTIAL INFORMATION." Pursuant to Rule 25-22.006(3)(a) and (d), Green Mountain requests confidential handling of all confidential information furnished in Green Mountain's responses to the Staff's Data

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This docketed notice of intent was filed with Confidential Document No. 08857-08. The document has been placed in confidential storage pending timely receipt of a request for confidentiality.

DOCUMENT NUMBER-DATE

08857 SEP 19 08

FPSC-COMMISSION CLERK

Respectfully submitted this 19th day of September, 2008.



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Attorneys for Green Mountain  
Energy Company


**CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that a true and correct copy of the foregoing has been furnished by Hand Delivery on this 19th day of September, 2008, to:

Katherine Fleming, Senior Attorney  
Florida Public Service Commission  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

J. R. Kelly  
Office of the Public Counsel  
c/o The Florida Legislature  
Gerald L. Gunter Building  
111 West Madison Street, Room 812  
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STATE OF FLORIDA



OFFICE OF THE GENERAL COUNSEL  
MICHAEL G. COOKE  
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(850) 413-6199

## Public Service Commission

September 5, 2008

Robert Scheffel Wright  
Young van Assenderp  
225 South Adams Street  
Suite 200  
Tallahassee, FL 32301

### STAFF DATA REQUEST

**Re: Docket No. 070626-EI - Review of Florida Power & Light Company's Sunshine Energy Program.**

Dear Mr. Wright:

By this letter, the Commission staff requests that Green Mountain Energy provide responses to the following data requests:

1. Has Green Mountain ever sought or been denied certification with Green-e Energy or any other standards organization?
2. Does Green Mountain operate pursuant to a Code of Conduct? Please provide a copy of the code of conduct used by Green Mountain.
3. Did Green Mountain abide by any customer disclosure requirements? If so, please describe the disclosure requirements?
4. Please describe the steps Green Mountain took to ensure that its employees or contractors were not making factually inaccurate and/or inappropriate statements about the Sunshine Energy program.
5. Please describe the steps Green Mountain took to ensure that its employees or contractors made adequate pricing and renewable fuel source disclosures to customers.
6. Please describe the steps Green Mountain took to ensure that its environmental marketing claims were factually based and could be verified to the extent feasible.
7. Please describe the process Green Mountain used in conducting an annual verification of product sales and purchases as relates to the FPL program.
8. Please describe the standards that Green Mountain follows when developing or creating its marketing material.

**Exhibit A**

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PSC Website: <http://www.floridapsc.com>

Internet E-mail: [contact@psc.state.fl.us](mailto:contact@psc.state.fl.us)

9. Please provide a copy of each script used for telemarketing regarding the Sunshine Energy Program. Please describe the promotional objective(s) associated with each script provided.
10. Please provide a copy of each direct mail piece sent regarding the Sunshine Energy Program. Please describe the promotional objective(s) associated with each direct mail piece provided.
11. Please provide a copy of each bangtail sent regarding the Sunshine Energy Program. Please describe the promotional objective(s) associated with each bangtail provided.
12. Please provide a copy of each bill insert sent regarding the Sunshine Energy Program. Please describe the promotional objective(s) associated with each bill insert provided.
13. Did Green Mountain utilize any promotional strategies other than telemarketing, direct mail, bangtails, and bill inserts for the Sunshine Energy Program? If so, please identify and describe each additional promotional strategy utilized by Green Mountain and provide the beginning and ending dates for each. Promotional strategies may include the presentation of promotional material and/or promotional gifts provided at golf tournaments such as the Honda Classic, and any other sporting event such as a football game.
14. For each telemarketing campaign, please identify the script used and provide the beginning date, ending date, number of customers contacted, Green Mountain's average cost per contact, the percentage of customers contacted who enrolled in the Sunshine Energy Program, and the average number of months an enrolled customer stayed in the Sunshine Energy Program. If there are instances where the requested data was not maintained by telemarketing campaign, please provide composite data covering all telemarketing campaigns in each such instance.
15. For each direct mail campaign, please identify the mail piece sent and provide the beginning date, ending date, number of customers contacted, Green Mountain's average cost per contact, the percentage of customers contacted who enrolled in the Sunshine Energy Program, and the average number of months an enrolled customer stayed in the Sunshine Energy Program. If there are instances where the requested data was not maintained by direct mail campaign, please provide composite data covering all direct mail campaigns in each such instance.
16. For each bangtail campaign, please identify the bangtail sent and provide the beginning date, ending date, number of customers contacted, Green Mountain's average cost per contact, the percentage of customers contacted who enrolled in the Sunshine Energy Program, and the average number of months an enrolled customer stayed in the Sunshine Energy Program. If there are instances where the requested data was not maintained by bangtail campaign, please provide composite data covering all bangtail campaigns in each such instance.

17. For each bill insert campaign, please identify the bill insert sent and provide the beginning date, ending date, number of customers contacted, Green Mountain's average cost per contact, the percentage of customers contacted who enrolled in the Sunshine Energy Program, and the average number of months an enrolled customer stayed in the Sunshine Energy Program. If there are instances where the requested data was not maintained by bill insert campaign, please provide composite data covering all bill insert campaigns in each such instance.
18. What benchmarks did Green Mountain use to ensure an appropriate portion of the voluntary contributions went for either TREC's or solar projects?
19. What benchmarks did Green Mountain use to determine the appropriate portion of the voluntary contribution to be used for administrative expense?
20. What benchmarks did Green Mountain use to determine the appropriate portion of the voluntary contribution to be used for marketing expenses?
21. Did FPL have the authority to conduct audits of Green Mountain expenditures, operations and controls?

Time is of the essence in order to allow sufficient time for staff to analyze the data requested. Therefore, I request that responses to the above questions be provided, on an expedited basis, by Monday, September 15, 2008. I also request that the responses be provided on an earlier, piecemeal basis, to the extent possible. If you have any questions, please do not hesitate to contact me at (850) 413-6218.

Sincerely,



Katherine Fleming  
Senior Attorney

KEF/tfw

cc: Office of Commission Clerk  
John Holtz, Green Mountain Energy  
R. Wade Litchfield, Florida Power & Light Company  
Office of Public Counsel

COMMISSIONERS:  
MATTHEW M. CARTER II, CHAIRMAN  
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NANCY ARGENZIANO  
NATHAN A. SKOP

STATE OF FLORIDA



OFFICE OF COMMISSION CLERK  
ANN COLE  
COMMISSION CLERK  
(850) 413-6770

## Public Service Commission

### ACKNOWLEDGEMENT

DATE: September 19, 2008

TO: Robert Scheffel Wright, Esquire/Young VanAssenderp, P.A.

FROM: Marguerite H. McLean, Office of Commission Clerk

RE: Acknowledgement of Receipt of Confidential Filing

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This will acknowledge receipt of a **CONFIDENTIAL DOCUMENT** filed in Docket Number 070626-EI (DN 08859-08) or, if filed in an undocketed matter, concerning response to staff's data request dated 9/5/08., and filed on behalf of Green Mountain. The document will be maintained in locked storage.

If you have any questions regarding this document, please contact Marguerite McLean, Deputy Clerk, at (850) 413-6770.