

Terry A. Davis
Assistant Secretary and
Assistant Treasurer

One Energy Place
Pensacola, Florida 32520-0786

Tel 850.444.6664
Fax 850.444.6026
TADAVIS@southernco.com



July 2, 2010

Ms. Ann Cole, Commission Clerk
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, Fl. 32399-0850

Dear Ms. Cole:

Re: Docket No. 100154-EG

Enclosed are the original and five copies of Gulf Power Company's responses to Staff's Third Data Request as well as the requested electronic file, mailed by FedEx in the above-referenced docket.

Sincerely,

A handwritten signature in cursive script that reads "Terry A. Davis".

vm

Enclosures

cc: Beggs & Lane
Jeffrey A. Stone, Esq.
George Cavros, Esq.
Suzanne Brownless, PA
Katherine E. Fleming, Esq.
Rick Chamberlain
Jessica A. Cano
John T. Burnett
James D. Beasley

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FPSC-COMMISSION CLERK

State of Florida



Public Service Commission

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TALLAHASSEE, FLORIDA 32399-0850

-M-E-M-O-R-A-N-D-U-M-

DATE: March 25, 2011
TO: Division of Regulatory Analysis
FROM: Ann Cole, Commission Clerk, Office of Commission Clerk *ac*
RE: Docket Number 100154-EG, Document Number 05500-10

Attached please find one CD in the above-referenced matter identified as Staff's Third Data Request from Gulf Power Company, July 2, 2010. This CD is being forwarded to the Division of Regulatory Analysis for further disposition.

If you have any questions regarding this transmittal, please feel free to contact me.

Thank you.

DOCUMENT NUMBER - DATA
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FPSC-COMPLIANCE



Staff's Third Data Request
Docket 100154-EG
Gulf Power Company
July 2, 2010

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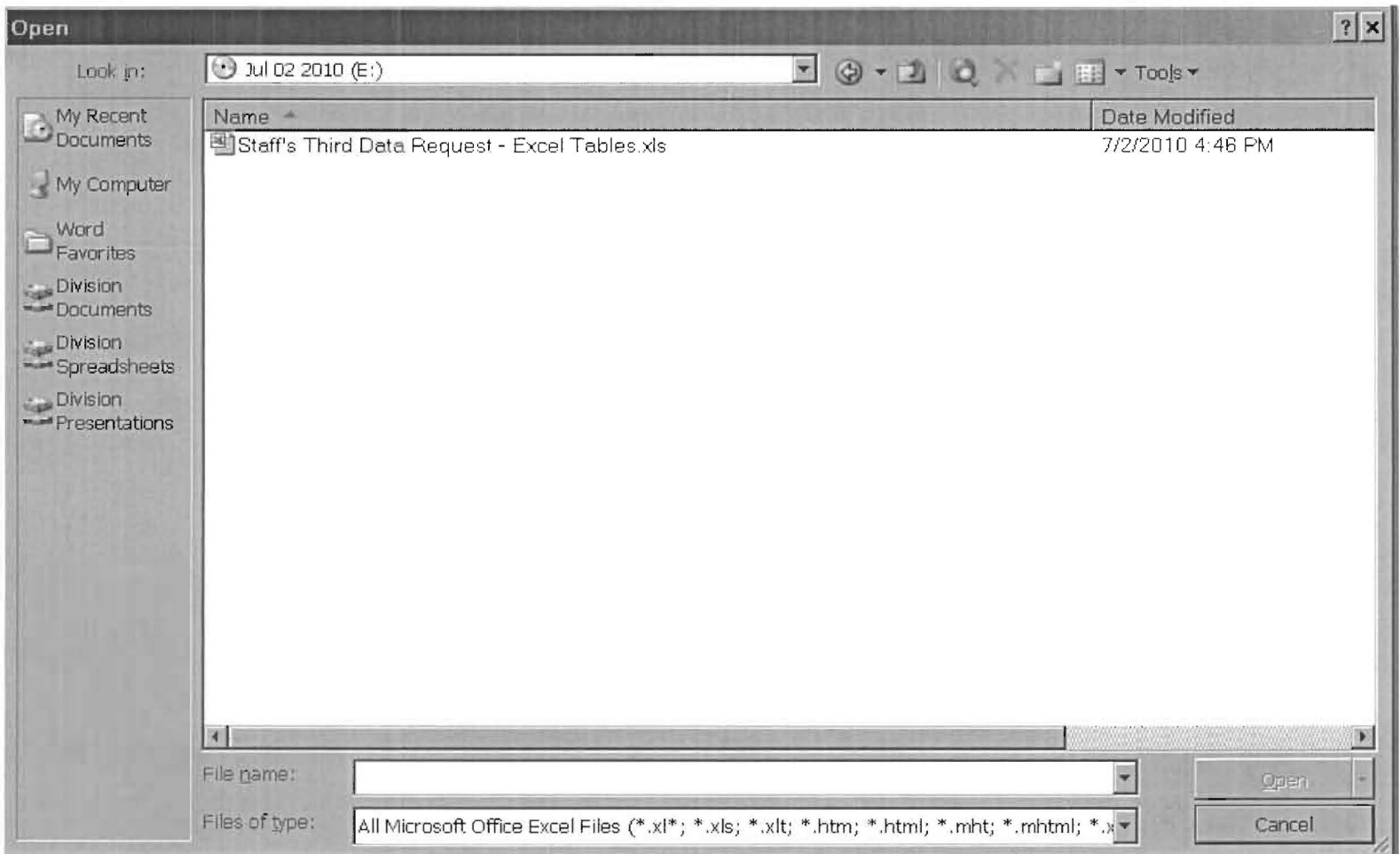
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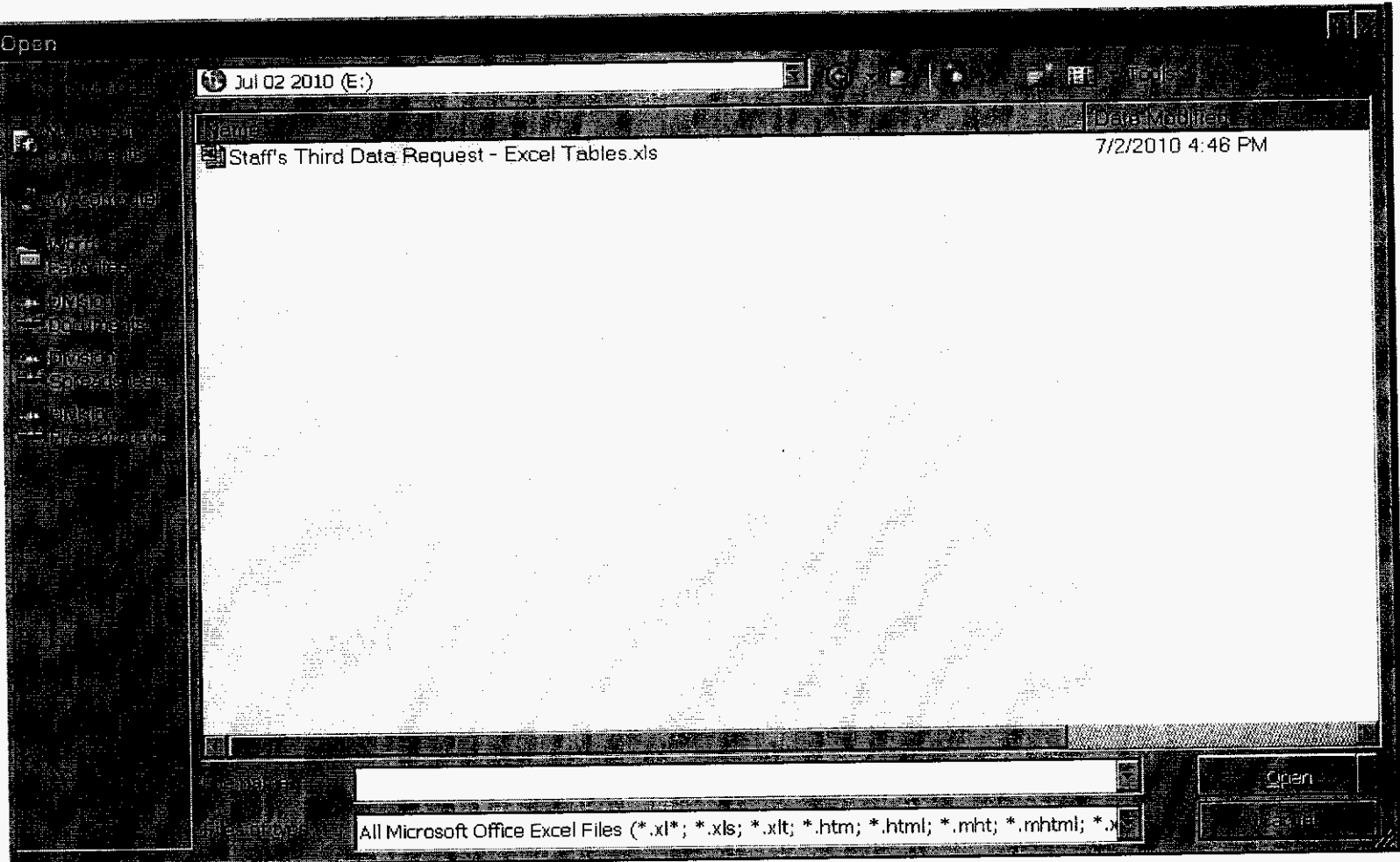
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portion is on CD in Excel format.



DOCUMENT NUMBER-DATE

05500 JUL-6 0

FPSC-COMMISSION OFFICE

Staff's Third Data Request
Docket 100154-EG
Gulf Power Company
July 2, 2010

1. Please explain why Gulf is proposing to allocate the funds associated with the renewable spending target in the manner which is described on pages 2-117 through 2-119 of Gulf's petition.

ANSWER:

The proposed allocation of funds associated with Gulf's proposed renewable programs is designed to reach the largest number of customers within various customer segments while meeting the renewable spending target. The allocations are based on historical customer participation and additional relevant data Gulf has collected from other renewable program offerings.

The allocation of funds to Gulf's proposed Solar Thermal Water Heating program is based on actual customer participation in Gulf's 2009 Solar Thermal Water Heating Pilot program, while the funding allocated to Gulf's proposed Solar PV incentive program is based on customer participation and installed capacity data collected through Gulf Power's Net Metering program. The allocation of funds to the proposed Solar for Schools program is based on an estimate of the funds required to support the installation of at least one 10 kW PV system annually, including battery back-up and data acquisition equipment, while the remaining allocation of funds allows Gulf to cover the administration costs of these programs as well as incorporate a low income component to the renewable program offerings.

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PFSC-CUSTOMER SERVICE CLERK

2. Please explain or describe whether Gulf believes that the recent oil spill in the Gulf of Mexico will have an effect on the Company meeting its DSM goals.

ANSWER:

The recent Deepwater Horizon platform accident and ongoing oil release into the Gulf of Mexico is unprecedented in its scope and potential impact to the economies of Northwest Florida. While it is too early to know the long-term impact of this incident on Gulf's DSM goal achievement, the short-term impacts on tourism and related employment, fishing and related businesses, and general uncertainty of the future could potentially make it more difficult for Gulf to engage customers in voluntary DSM offerings, which in turn would impact Gulf's ability to meet its DSM goals.

3. Gulf's proposed residential annual energy and demand savings appear to peak in 2014. Please explain the reason for this apparent trend.

ANSWER:

The projected residential annual energy and demand savings in Gulf's DSM Plan do peak in 2014. This is due to ramp-up of all programs, but primarily by the HVAC efficiency program reaching maximum projected participation in 2014. This program includes aggressive participation projections that Gulf believes will level after 2014 and ultimately decline due to program saturation. Other programs peak in later years based on similar saturation projections. The saturation projections of all programs are based on the judgment of Gulf's program managers and may ultimately occur earlier or later in the ten year horizon of this plan.

4. Gulf's proposed commercial/industrial annual energy and demand savings appear to peak in the 2014-2016 timeframe. Please explain the reason for this apparent trend.

ANSWER:

The projected commercial/industrial annual energy and demand savings in Gulf's DSM Plan do peak between 2014 and 2016. This is due to ramp-up of all programs and several programs reaching maximum projected participation in 2014. Gulf has set aggressive participation projections during the first five years of program deployment and has anticipated participation leveling and ultimately declining over the full ten year horizon of the plan for some programs.

5. Please explain or describe whether Gulf excluded any measures that passed the E-RIM, E-TRC, and Participants test.

ANSWER:

Gulf excluded some measures that passed the E-RIM, E-TRC, and Participants test from the DSM Plan because of customer applicability, acceptability and program design considerations. For example, the residential two-speed pool pump was excluded because Gulf recognized greater potential success in offering its competing measure, a variable speed pool pump, as the most applicable measure in this category. Also, many of the Commercial and Industrial measures have relatively low potential and do not justify dedicated programs. This is one reason for Gulf's proposed Commercial/Industrial Custom Incentive Program which allows Gulf to offer these measures on a case-by-case basis subject to the cost effectiveness criteria of the program.

Ultimately, the measures incorporated in Gulf's DSM Plan were chosen because of Gulf's belief that those measures best enable the Company to achieve its Commission-approved goals while at the same time offering a broad array of energy efficiency, demand response and renewable options to our customers.

6. In response to Staff's First Data Request, No. 3, Gulf provided the percentage of the total Energy Conservation Cost Recovery Clause for each program. The sum of the percentages is equal to approximately 80 percent. Please explain why the sum of these values does not equal 100 percent. If any information was not included in Gulf's response to question No. 3 please provide it in the response to this question.

ANSWER:

In response to Staff's First Data Request, No. 3, Gulf provided program savings and cost estimates for proposed programs included in Gulf's DSM Plan. Because Gulf's existing Residential, Commercial and Industrial Energy Survey programs are not projected to include specific energy savings, these programs were omitted from the listing. Gulf estimates the program expense for Residential Energy Surveys at \$2,500,000 for the first year and \$29,200,000 (nominal) over the Plan period 2010-2019. Gulf further estimates the program expense for Commercial/Industrial Energy Surveys at \$500,000 for the first year and \$7,800,000 (nominal) over the Plan period 2010-2019. These amounts are indicated in the table below. The inclusion of these amounts takes the sum of percentages to approximately 93%. In addition, the incentive costs utilized in developing Gulf's response to item No. 3 are based on lower maximum values than were utilized in calculating the rate impact values included on page 1-3 of Gulf's DSM Plan. As explained in the DSM Plan, the values used for rate impact estimates on page 1-3 were based on Itron cost projections to achieve energy and demand savings associated with incentive levels to bring all measures to a two-year payback (TRC-high incentive scenario). The incentive values utilized in formulating Gulf's response to item No. 3 represent Gulf's best estimate of the maximum incentive anticipated to generate projected participation in its programs. The difference in these total incentive cost projections results in the additional 7% difference in projected residential rate impact.

Program Rate Impact		Residential Audit	Commercial/Industrial Audit
First year program expenditures	\$	\$2,500,000	\$500,000
Residential Rate Impact ⁽²⁾	(\$/mo)	\$ 0.295	\$0.059
Percentage of Total ECCR Rate	(%)	10.69%	2.14%

7. Gulf used the following formula to calculate the first year residential rate impact of each program: $(0.53 * \text{Expenditures}) / (10780000000 * 0.5) * 1200$. Please respond to the following:
- Please explain the origin of the .53 value used by Gulf to calculate the residential rate impact provided in response to Staff's First Data Request, No. 7.
 - Please explain the origin of the .5 value used by Gulf to calculate the residential rate impact provided in response to Staff's First Data Request, No. 7.
 - Please explain the origin of the 10,780,000,000 value used to calculate the residential rate impact provided in response to Staff's First Data Request, No. 7.
 - Please explain or describe whether the same formula was used to calculate the projected impacts provided in Gulf's petition on page 1-3.?

ANSWER:

The formula used to estimate residential rate impact was developed based on Schedule C-1 of Gulf's annual ECCR projection filing. This formula is a simplified method to approximate the residential ECCR factor based on historical averages of the portion of ECCR expenditures recovered by the residential rate class.

- The value of .53 in the formula utilized to estimate first year residential rate impact represents the approximate percentage of total program expenditures assigned to the RS and RSVP rate classes in Gulf's most recent ECCR projection filings.
- The value of .5 in the formula utilized to estimate the first year residential rate impact represents the approximate percentage of projected total retail energy sales attributed to the RS and RSVP rate classes.
- The value of 10,780,000,000 represents the projected retail energy sales used to calculate the per kwh residential rate impact. This value is based on an intermediate forecast of retail energy sales developed in December 2009 and is slightly different than the values associated with Gulf's approved forecast as presented in the Ten Year Site Plan dated April 1, 2010.
- Yes, this is the same formula utilized to calculate the projected residential rate impacts shown on page 1-3 of Gulf's DSM Plan.

8. In response to Staff's First Data Request, No. 3, Gulf provided the lost revenues associated with each program. The sum of the values provided exceeds \$500 million. In Gulf's petition, a non-fuel revenue impact totaling less than \$200 million is presented (page 1-3). Please explain the difference(s) in these two values.

ANSWER:

The lost revenue values provided in response to Staff's First Data Request are taken directly from PSC Form CE-2.5 and reflect changes in total revenues (including fuel) on a Net Present Value basis over the life of the measures installed. In most cases, the study period extends beyond the ten year horizon of the DSM Plan.

The revenue impacts shown on page 1-3 of Gulf's DSM Plan reflect only the non-fuel revenue impacts over the ten years of the DSM Plan and are in nominal dollars.

9. Please describe Gulf's method for calculating NPV. Please include equations used and assumptions made. As part of this response, please also include discount rates utilized for each year.

ANSWER:

The NPV of lost revenues associated with each program referenced in Staff's First Data Request, No. 3 were calculated by taking the annual lost revenues over the life of the measures installed and applying Gulf's current discount rate of 8.437% per year. These calculations were completed using the "NPV" function within Microsoft Excel which discounts each annual lost revenue amount by dividing the annual lost revenue amount by one plus the discount factor raised to the n^{th} power. This function is represented as follows:

NPV (rate,value1,value2, ...)

Rate is equal to the annual discount rate of 8.437% per year

Value 1 is the lost revenue for the first year of the program.

Value 2 is the lost revenue for the second year of the program.

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10. Regarding the proposed solar for schools program, please explain or describe why Gulf proposes owning and ensuring maintenance of the equipment for a period of five years.
- a. Are operation and maintenance costs included in the \$140,000 allocated to the Solar for Schools program?

ANSWER:

Gulf proposes to own and operate the equipment associated with the proposed Solar for Schools program for a period of five years to enable the Company to work closely with schools to ensure that school personnel develop expertise in the operation of the equipment and to ensure the equipment is appropriately maintained. In addition, by owning these systems and amortizing the capital investment of the solar equipment over this period, the short-term cost recovery impact to Gulf Power customers will be reduced.

- a. Yes, the \$140,000 does include provisions for the proper operation and maintenance of the solar equipment over the period of Gulf's ownership.

11. Please complete the table below describing the projected ECCR impact of each proposed DSM program. Please provide an electronic copy in Excel (.xls file format) with the hard copy response.

ANSWER:

The cost estimates reflected in this response are based upon the Itron Achievable Potential Study projections for the E-TRC High incentive scenario plus estimated costs to achieve the two-year payback measures. The total program costs represented here include administrative costs and incentives. The administrative costs include estimates for expenses related to creating awareness, program marketing and program administration. For purposes of evaluating cost-effectiveness, Gulf allocated these total portfolio administrative costs across programs based on the amount of energy savings each program contributes to the total DSM Plan target. Gulf utilized this approach due to the nature of most all proposed programs being new and without any historical experience of actual program operation costs. Upon Plan approval, Gulf anticipates finalizing "bottom-up" program costs estimates in order to more accurately estimate annual cost-recovery projections for Commission review and approval.

See the following tables. Amounts are dollars per 1,200 kwh.

Program Name	Home Energy Reporting	Community Energy Saver	Landlord-Renter Custom	HVAC Efficiency	Heat Pump Water Heater	Ceiling Insulation	High Performance Window
Customer Category	Residential	Residential	Residential	Residential	Residential	Residential	Residential
Program Type	EE	EE	EE	EE	EE	EE	EE
Residential Rate Impact for 2010	\$ -	\$ 0.063	\$ 0.038	\$ 0.362	\$ 0.020	\$ 0.007	\$ 0.015
Residential Rate Impact for 2011	\$ 0.042	\$ 0.128	\$ 0.039	\$ 0.821	\$ 0.059	\$ 0.014	\$ 0.030
Residential Rate Impact for 2012	\$ 0.043	\$ 0.131	\$ 0.039	\$ 1.447	\$ 0.118	\$ 0.025	\$ 0.056
Residential Rate Impact for 2013	\$ 0.043	\$ 0.133	\$ 0.040	\$ 2.452	\$ 0.157	\$ 0.036	\$ 0.074
Residential Rate Impact for 2014	\$ -	\$ 0.135	\$ 0.041	\$ 3.824	\$ 0.196	\$ 0.036	\$ 0.104
Residential Rate Impact for 2015	\$ -	\$ 0.082	\$ 0.041	\$ 3.752	\$ 0.236	\$ 0.036	\$ 0.134
Residential Rate Impact for 2016	\$ -	\$ 0.084	\$ 0.042	\$ 3.512	\$ 0.236	\$ 0.036	\$ 0.166
Residential Rate Impact for 2017	\$ -	\$ 0.085	\$ 0.043	\$ 3.250	\$ 0.275	\$ 0.037	\$ 0.198
Residential Rate Impact for 2018	\$ -	\$ 0.087	\$ 0.043	\$ 3.008	\$ 0.314	\$ 0.037	\$ 0.262
Residential Rate Impact for 2019	\$ -	\$ 0.088	\$ 0.044	\$ 2.765	\$ 0.353	\$ 0.037	\$ 0.328

Program Name	Reflective Roof	Variable Speed Pool Pump	Energy Select	Energy Select Lite	Self-Install Energy Efficiency	Refrigerator Recycling	HVAC Retro-commissioning
Customer Category	Residential	Residential	Residential	Residential	Residential	Residential	Commercial/Industrial
Program Type	EE	EE	DR	DR	EE	EE	EE
Residential Rate Impact for 2010	\$ 0.009	\$ 0.025	\$ 1.027	\$ 0.038	\$ 0.397	\$ -	\$ -
Residential Rate Impact for 2011	\$ 0.018	\$ 0.038	\$ 1.038	\$ 0.045	\$ 0.624	\$ 0.076	\$ 0.049
Residential Rate Impact for 2012	\$ 0.028	\$ 0.065	\$ 1.049	\$ 0.052	\$ 0.829	\$ 0.153	\$ 0.074
Residential Rate Impact for 2013	\$ 0.037	\$ 0.091	\$ 1.059	\$ 0.059	\$ 0.145	\$ 0.153	\$ 0.124
Residential Rate Impact for 2014	\$ 0.047	\$ 0.106	\$ 1.070	\$ 0.066	\$ 0.178	\$ 0.153	\$ 0.148
Residential Rate Impact for 2015	\$ 0.057	\$ 0.107	\$ 1.080	\$ 0.073	\$ 0.208	\$ 0.153	\$ 0.173
Residential Rate Impact for 2016	\$ 0.068	\$ 0.108	\$ 1.091	\$ 0.044	\$ 0.241	\$ 0.087	\$ 0.173
Residential Rate Impact for 2017	\$ 0.069	\$ 0.109	\$ 1.101	\$ 0.043	\$ 0.252	\$ 0.087	\$ 0.148
Residential Rate Impact for 2018	\$ 0.069	\$ 0.110	\$ 1.110	\$ 0.041	\$ 0.252	\$ 0.087	\$ 0.148
Residential Rate Impact for 2019	\$ 0.070	\$ 0.111	\$ 1.120	\$ 0.040	\$ 0.252	\$ 0.087	\$ 0.124

Program Name	Commercial Building Efficiency	HVAC Occupancy Sensor	High Efficiency Motors	Food Services	Commercial / Industrial Custom Incentive	Real Time Pricing	Renew able Energy
Customer Category	Commercial /Industrial	Commercial / Industrial	Commercial / Industrial	Commercial/Industrial	Commercial / Industrial	Commercial/Industrial	Res/Com/Ind
Program Type	EE	EE	EE	EE	EE	DR	RE
Residential Rate Impact for 2010	\$ 0.062	\$ 0.002	\$ 0.006	\$ 0.002	\$ 0.019	\$ -	\$ 0.106
Residential Rate Impact for 2011	\$ 0.104	\$ 0.003	\$ 0.012	\$ 0.004	\$ 0.046	\$ -	\$ 0.106
Residential Rate Impact for 2012	\$ 0.139	\$ 0.005	\$ 0.012	\$ 0.004	\$ 0.045	\$ -	\$ 0.106
Residential Rate Impact for 2013	\$ 0.178	\$ 0.006	\$ 0.012	\$ 0.004	\$ 0.039	\$ -	\$ 0.106
Residential Rate Impact for 2014	\$ 0.189	\$ 0.006	\$ 0.012	\$ 0.005	\$ 0.049	\$ -	\$ 0.106
Residential Rate Impact for 2015	\$ 0.213	\$ 0.006	\$ 0.012	\$ 0.005	\$ 0.055	\$ -	\$ -
Residential Rate Impact for 2016	\$ 0.212	\$ 0.005	\$ 0.012	\$ 0.005	\$ 0.051	\$ -	\$ -
Residential Rate Impact for 2017	\$ 0.202	\$ 0.005	\$ 0.012	\$ 0.006	\$ 0.056	\$ -	\$ -
Residential Rate Impact for 2018	\$ 0.199	\$ 0.005	\$ 0.012	\$ 0.006	\$ 0.052	\$ -	\$ -
Residential Rate Impact for 2019	\$ 0.197	\$ 0.005	\$ 0.012	\$ 0.006	\$ 0.051	\$ -	\$ -

12. Please complete the table below describing the projected expenditures of each proposed DSM program. Please provide an electronic copy in Excel (.xls file format) with the hard copy response.

ANSWER:

The cost estimates reflected in this response are based upon the Itron Achievable Potential Study projections for the E-TRC High incentive scenario plus estimated costs to achieve the two-year payback measures. The total program costs represented here include administrative costs and incentives. The administrative costs include estimates for expenses related to creating awareness, program marketing and program administration. For purposes of evaluating cost-effectiveness, Gulf allocated these total portfolio administrative costs across programs based on the amount of energy savings each program contributes to the total DSM Plan target. Gulf utilized this approach due to the nature of most all proposed programs being new and without any historical experience of actual program operation costs. Upon Plan approval, Gulf anticipates finalizing "bottom-up" program costs estimates in order to more accurately estimate annual cost-recovery projections for Commission review and approval

See following tables.

Program Name	Home Energy Reporting	Community Energy Saver	Landlord-Renter Custom	HVAC Efficiency	Heat Pump Water Heater	Ceiling Insulation	High Performance Window
Customer Category	Residential	Residential	Residential	Residential	Residential	Residential	Residential
Program Type	EE	EE	EE	EE	EE	EE	EE
Program expenditures for 2010	\$ -	\$ 534,815	\$ 320,889	\$ 3,070,169	\$ 166,400	\$ 58,781	\$ 127,922
Program expenditures for 2011	\$ 355,950	\$ 1,087,813	\$ 326,344	\$ 6,956,546	\$ 499,200	\$ 118,541	\$ 258,126
Program expenditures for 2012	\$ 362,001	\$ 1,106,306	\$ 331,892	\$ 12,262,486	\$ 998,400	\$ 209,188	\$ 472,382
Program expenditures for 2013	\$ 368,155	\$ 1,125,113	\$ 337,534	\$ 20,783,590	\$ 1,331,200	\$ 301,370	\$ 623,819
Program expenditures for 2014	\$ -	\$ 1,144,240	\$ 343,272	\$ 32,409,099	\$ 1,664,000	\$ 303,943	\$ 878,330
Program expenditures for 2015	\$ -	\$ 698,216	\$ 349,108	\$ 31,794,370	\$ 1,996,800	\$ 306,560	\$ 1,139,047
Program expenditures for 2016	\$ -	\$ 710,085	\$ 355,043	\$ 29,759,905	\$ 1,996,800	\$ 309,222	\$ 1,406,126
Program expenditures for 2017	\$ -	\$ 722,157	\$ 361,078	\$ 27,541,865	\$ 2,329,600	\$ 311,929	\$ 1,679,729
Program expenditures for 2018	\$ -	\$ 734,433	\$ 367,217	\$ 25,490,623	\$ 2,662,400	\$ 314,682	\$ 2,221,052
Program expenditures for 2019	\$ -	\$ 746,919	\$ 373,459	\$ 23,435,139	\$ 2,995,200	\$ 317,481	\$ 2,775,761

Program Name	Reflective Roof	Variable Speed Pool Pump	Energy Select	Energy Select Lite	Self-Install Energy Efficiency	Refrigerator Recycling	HVAC Retro-commissioning
Customer Category	Residential	Residential	Residential	Residential	Residential	Residential	Commercial/Industrial
Program Type	EE	EE	DR	DR	EE	EE	EE
Program expenditures for 2010	\$ 76,562	\$ 214,989	\$ 8,700,636	\$ 320,431	\$ 3,360,950	\$ -	\$ -
Program expenditures for 2011	\$ 154,877	\$ 325,671	\$ 8,793,001	\$ 380,976	\$ 5,290,400	\$ 647,500	\$ 418,800
Program expenditures for 2012	\$ 234,990	\$ 548,188	\$ 8,886,557	\$ 441,930	\$ 7,029,800	\$ 1,295,000	\$ 628,200
Program expenditures for 2013	\$ 316,946	\$ 775,155	\$ 8,978,324	\$ 502,343	\$ 1,229,550	\$ 1,295,000	\$ 1,047,000
Program expenditures for 2014	\$ 400,793	\$ 894,831	\$ 9,068,326	\$ 562,222	\$ 1,511,900	\$ 1,295,000	\$ 1,256,400
Program expenditures for 2015	\$ 486,577	\$ 903,923	\$ 9,156,586	\$ 621,571	\$ 1,766,200	\$ 1,295,000	\$ 1,465,800
Program expenditures for 2016	\$ 574,349	\$ 913,170	\$ 9,243,126	\$ 372,214	\$ 2,039,200	\$ 740,000	\$ 1,465,800
Program expenditures for 2017	\$ 581,138	\$ 922,574	\$ 9,327,971	\$ 361,760	\$ 2,132,700	\$ 740,000	\$ 1,256,400
Program expenditures for 2018	\$ 588,042	\$ 932,138	\$ 9,411,147	\$ 351,521	\$ 2,132,700	\$ 740,000	\$ 1,256,400
Program expenditures for 2019	\$ 595,064	\$ 941,864	\$ 9,492,678	\$ 341,485	\$ 2,132,700	\$ 740,000	\$ 1,047,000

Program Name	Commercial Building Efficiency	HVAC Occupancy Sensor	High Efficiency Motors	Food Services	Commercial/Industrial Custom Incentive	Real Time Pricing	Renewable Energy
Customer Category	Commercial/Industrial	Commercial/Industrial	Commercial/Industrial	Commercial/Industrial	Commercial/Industrial	Commercial/Industrial	Res/Com/Ind
Program Type	EE	EE	EE	EE	EE	DR	RE
Program expenditures for 2010	\$ 524,134	\$ 14,550	\$ 53,413	\$ 18,335	\$ 164,602	\$ -	\$ 900,338
Program expenditures for 2011	\$ 879,212	\$ 29,100	\$ 103,325	\$ 29,674	\$ 391,949	\$ -	\$ 900,338
Program expenditures for 2012	\$1,176,516	\$ 38,800	\$ 103,325	\$ 33,316	\$ 384,511	\$ -	\$ 900,338
Program expenditures for 2013	\$1,510,947	\$ 48,500	\$ 103,325	\$ 36,437	\$ 328,614	\$ -	\$ 900,338
Program expenditures for 2014	\$1,604,219	\$ 48,500	\$ 103,325	\$ 41,500	\$ 415,555	\$ -	\$ 900,338
Program expenditures for 2015	\$1,804,224	\$ 48,500	\$ 103,325	\$ 43,733	\$ 468,093	\$ -	\$ -
Program expenditures for 2016	\$1,792,819	\$ 38,800	\$ 103,325	\$ 45,675	\$ 433,852	\$ -	\$ -
Program expenditures for 2017	\$1,709,646	\$ 38,800	\$ 103,325	\$ 47,696	\$ 474,412	\$ -	\$ -
Program expenditures for 2018	\$1,686,469	\$ 38,800	\$ 103,325	\$ 49,638	\$ 440,247	\$ -	\$ -
Program expenditures for 2019	\$1,668,430	\$ 38,800	\$ 103,325	\$ 52,930	\$ 434,972	\$ -	\$ -

13. Please complete the table below describing the projected expenditures of each proposed DSM program. Please provide an electronic copy in Excel (.xls file format) with the hard copy response.

ANSWER:

See tables below as provided in the data request for non-fuel revenue impacts.

Program Name	Home Energy Reporting				Community Energy Saver				Landlord-Renter Custom			
Customer Category	Residential				Residential				Residential			
Program Type	EE				EE				EE			
	Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact	
	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative
2010					\$ 58,654	\$ 58,654	1	1	\$ 35,192	\$ 35,192	0	0
2011	\$ 663,810	\$ 663,810	6	6	\$ 116,325	\$ 174,487	1	2	\$ 34,897	\$ 69,795	0	1
2012	\$ 684,411	\$ 684,411	6	6	\$ 119,935	\$ 299,837	1	3	\$ 35,980	\$ 107,941	0	1
2013	\$ 699,747	\$ 699,747	6	6	\$ 122,622	\$ 429,178	1	4	\$ 36,787	\$ 147,147	0	1
2014					\$ 125,691	\$ 565,609	1	5	\$ 37,707	\$ 188,536	0	2
2015					\$ 85,390	\$ 725,819	1	7	\$ 42,695	\$ 256,171	0	2
2016					\$ 86,738	\$ 824,013	1	7	\$ 43,369	\$ 303,584	0	3
2017					\$ 85,595	\$ 898,747	1	8	\$ 42,797	\$ 342,380	0	3
2018					\$ 87,845	\$ 1,010,221	1	9	\$ 43,923	\$ 395,304	0	4
2019					\$ 86,822	\$ 1,085,280	1	10	\$ 43,411	\$ 434,112	0	4

Program Name	HVAC Efficiency				Heat Pump Water Heater				Ceiling Insulation			
Customer Category	Residential				Residential				Residential			
Program Type	EE				EE				EE			
	Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact	
	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative
2010	\$ 291,876	\$ 291,876	3	3	\$ 8,594	\$ 8,594	0	0	\$ 3,666	\$ 3,666	0	0
2011	\$ 657,292	\$ 946,722	6	9	\$ 25,566	\$ 34,088	0	0	\$ 7,270	\$ 10,905	0	0
2012	\$ 1,182,110	\$ 2,158,214	11	19	\$ 52,719	\$ 87,865	0	1	\$ 13,118	\$ 24,362	0	0
2013	\$ 2,029,888	\$ 4,236,463	18	38	\$ 71,867	\$ 161,702	1	1	\$ 19,160	\$ 44,067	0	0
2014	\$ 3,204,114	\$ 7,546,592	29	68	\$ 92,082	\$ 257,830	1	2	\$ 19,639	\$ 64,809	0	1
2015	\$ 3,510,011	\$ 12,054,868	32	108	\$ 125,116	\$ 417,052	1	4	\$ 22,237	\$ 95,619	0	1
2016	\$ 3,281,002	\$ 15,526,138	30	140	\$ 127,090	\$ 550,725	1	5	\$ 22,588	\$ 119,717	0	1
2017	\$ 2,947,589	\$ 18,269,095	27	164	\$ 146,318	\$ 689,784	1	6	\$ 22,290	\$ 140,429	0	1
2018	\$ 2,765,652	\$ 21,515,039	25	194	\$ 171,617	\$ 879,535	2	8	\$ 22,876	\$ 166,998	0	2
2019	\$ 2,483,615	\$ 23,748,137	22	214	\$ 190,821	\$ 1,060,114	2	10	\$ 22,610	\$ 187,663	0	2

Program Name	High Performance Window				Reflective Roof				Variable Speed Pool Pump			
Customer Category	Residential				Residential				Residential			
Program Type	EE				EE				EE			
	Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact	
	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative
2010	\$ 11,042	\$ 11,042	0	0	\$ 6,560	\$ 6,560	0	0	\$ 15,900	\$ 15,900	0	0
2011	\$ 21,899	\$ 32,849	0	0	\$ 13,011	\$ 19,516	0	0	\$ 23,651	\$ 39,418	0	0
2012	\$ 40,797	\$ 74,666	0	1	\$ 20,122	\$ 40,243	0	0	\$ 40,641	\$ 81,282	0	1
2013	\$ 55,087	\$ 131,426	0	1	\$ 27,430	\$ 68,575	0	1	\$ 58,172	\$ 141,276	1	1
2014	\$ 79,315	\$ 214,030	1	2	\$ 35,146	\$ 105,437	0	1	\$ 68,146	\$ 212,957	1	2
2015	\$ 115,679	\$ 358,021	1	3	\$ 47,754	\$ 167,138	0	2	\$ 77,161	\$ 318,288	1	3
2016	\$ 143,786	\$ 507,458	1	5	\$ 56,592	\$ 226,368	1	2	\$ 78,379	\$ 401,691	1	4
2017	\$ 167,825	\$ 668,595	2	6	\$ 55,846	\$ 279,230	1	3	\$ 77,346	\$ 473,742	1	4
2018	\$ 225,470	\$ 911,641	2	8	\$ 57,314	\$ 343,886	1	3	\$ 79,379	\$ 565,576	1	5
2019	\$ 275,457	\$ 1,176,483	2	11	\$ 56,647	\$ 396,528	1	4	\$ 78,455	\$ 637,445	1	6

Program Name	Energy Select				Energy Select Lite				Self-Install Energy Efficiency			
Customer Category	Residential				Residential				Residential			
Program Type	DR				DR				EE			
	Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact	
	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative
2010	\$ 48,581	\$ 48,581	0	0	\$ 10,634	\$ 10,634	0	0	\$ 378,744	\$ 378,744	3	3
2011	\$ 48,174	\$ 96,347	0	1	\$ 21,090	\$ 31,635	0	0	\$ 583,830	\$ 959,401	5	9
2012	\$ 49,669	\$ 149,006	0	1	\$ 21,745	\$ 54,362	0	0	\$ 797,065	\$ 1,786,241	7	16
2013	\$ 50,782	\$ 203,127	0	2	\$ 22,232	\$ 77,812	0	1	\$ 107,881	\$ 1,934,148	1	17
2014	\$ 52,052	\$ 260,262	0	2	\$ 22,788	\$ 102,547	0	1	\$ 134,769	\$ 2,117,319	1	19
2015	\$ 58,938	\$ 353,628	1	3	\$ 25,803	\$ 141,915	0	1	\$ 174,973	\$ 2,572,371	2	23
2016	\$ 59,868	\$ 419,077	1	4	\$ -	\$ 144,155	-	1	\$ 203,858	\$ 2,816,831	2	25
2017	\$ 59,079	\$ 472,633	1	4	\$ -	\$ 142,255	-	1	\$ 208,808	\$ 2,988,514	2	27
2018	\$ 60,632	\$ 545,691	1	5	\$ -	\$ 145,995	-	1	\$ 214,298	\$ 3,281,379	2	30
2019	\$ 59,926	\$ 599,263	1	5	\$ -	\$ 144,295	-	1	\$ 211,803	\$ 3,454,974	2	31

Program Name	Refrigerator Recycling				HVAC Retrocommissioning				Commercial Building Efficiency			
Customer Category	Residential				Commercial/Industrial				Commercial/Industrial			
Program Type	EE				EE				EE			
	Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact	
	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative
2010	\$ -	\$ -	-	-	\$ -	\$ -	-	-	\$ 73,632	\$ 73,632	1	1
2011	\$ 81,649	\$ 81,649	1	1	\$ 99,154	\$ 99,154	1	1	\$ 122,376	\$ 195,391	1	2
2012	\$ 168,365	\$ 252,548	2	2	\$ 153,347	\$ 255,579	1	2	\$ 167,752	\$ 369,206	2	3
2013	\$ 172,138	\$ 430,345	2	4	\$ 261,306	\$ 522,611	2	5	\$ 221,172	\$ 598,651	2	5
2014	\$ 176,446	\$ 617,559	2	6	\$ 321,414	\$ 857,103	3	8	\$ 241,818	\$ 855,450	2	8
2015	\$ 199,786	\$ 899,036	2	8	\$ 424,585	\$ 1,395,066	4	13	\$ 296,809	\$ 1,265,418	3	11
2016	\$ 115,965	\$ 1,029,191	1	9	\$ 431,287	\$ 1,848,372	4	17	\$ 296,072	\$ 1,581,463	3	14
2017	\$ 114,437	\$ 1,130,063	1	10	\$ 364,802	\$ 2,188,813	3	20	\$ 283,559	\$ 1,844,179	3	17
2018	\$ 117,445	\$ 1,277,218	1	11	\$ 374,393	\$ 2,620,749	3	24	\$ 287,503	\$ 2,180,165	3	20
2019	\$ 116,078	\$ 1,378,424	1	12	\$ 308,361	\$ 2,898,595	3	26	\$ 278,428	\$ 2,433,208	3	22

Program Name	HVAC Occupancy Sensor				High Efficiency Motors				Food Service			
Customer Category	Commercial/Industrial				Commercial/Industrial				Commercial/Industrial			
Program Type	EE				EE				EE			
	Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact	
	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative
2010	\$ 2,446	\$ 2,446	0	0	\$ 9,000	\$ 9,000	0	0	\$ 3,198	\$ 3,198	0	0
2011	\$ 4,852	\$ 7,277	0	0	\$ 17,107	\$ 26,032	0	0	\$ 4,576	\$ 7,747	0	0
2012	\$ 6,669	\$ 14,173	0	0	\$ 17,638	\$ 44,479	0	0	\$ 5,645	\$ 13,633	0	0
2013	\$ 8,524	\$ 23,014	0	0	\$ 18,033	\$ 63,509	0	1	\$ 9,853	\$ 23,791	0	0
2014	\$ 8,737	\$ 32,326	0	0	\$ 18,485	\$ 83,583	0	1	\$ 11,199	\$ 35,585	0	0
2015	\$ 9,893	\$ 46,495	0	0	\$ 20,930	\$ 115,569	0	1	\$ 12,876	\$ 53,168	0	0
2016	\$ 8,039	\$ 55,268	0	0	\$ 21,260	\$ 138,653	0	1	\$ 9,532	\$ 63,540	0	1
2017	\$ 7,933	\$ 62,473	0	1	\$ 20,980	\$ 157,806	0	1	\$ 14,065	\$ 76,767	0	1
2018	\$ 8,142	\$ 72,257	0	1	\$ 21,532	\$ 183,486	0	2	\$ 10,842	\$ 89,627	0	1
2019	\$ 8,047	\$ 79,462	0	1	\$ 21,281	\$ 202,631	0	2	\$ 15,955	\$ 104,538	0	1

Program Name	Commercial/Industrial Custom Incentive				Real Time Pricing				Renew able Energy			
Customer Category	Commercial/Industrial				Commercial/Industrial				Res/Com/Ind			
Program Type	EE				DR				RE			
	Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact		Non-Fuel Revenue Impact		Associated Basis Point Impact	
	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative
2010	\$ 63,754	\$ 63,754	1	1	\$ -	\$ -	-	-	\$ 32,708	\$ 32,708	0	0
2011	\$ 75,864	\$ 139,084	1	1	\$ -	\$ -	-	-	\$ 32,434	\$ 64,869	0	1
2012	\$ 97,773	\$ 241,173	1	2	\$ -	\$ -	-	-	\$ 33,441	\$ 100,323	0	1
2013	\$ 116,625	\$ 363,202	1	3	\$ -	\$ -	-	-	\$ 34,190	\$ 136,761	0	1
2014	\$ 136,621	\$ 508,912	1	5	\$ -	\$ -	-	-	\$ 35,046	\$ 175,229	0	2
2015	\$ 154,693	\$ 730,923	1	7	\$ -	\$ -	-	-	\$ -	\$ 198,408	-	2
2016	\$ 157,134	\$ 899,594	1	8	\$ -	\$ -	-	-	\$ -	\$ 201,540	-	2
2017	\$ 155,063	\$ 1,042,801	1	9	\$ -	\$ -	-	-	\$ -	\$ 198,884	-	2
2018	\$ 143,226	\$ 1,213,443	1	11	\$ -	\$ -	-	-	\$ -	\$ 204,112	-	2
2019	\$ 137,626	\$ 1,336,940	1	12	\$ -	\$ -	-	-	\$ -	\$ 201,736	-	2

14. Please complete the table below describing Gulf's demand and energy projection for the years 2010-2019. Please provide an electronic copy in Excel (.xls file format) with the hard copy response.

ANSWER:

	Summer Demand MW	Winter Demand MW	Energy for Load GWH
2010	2,589	2,220	11,939
2011	2,569	2,254	12,261
2012	2,570	2,311	12,762
2013	2,577	2,296	13,203
2014	2,568	2,353	13,438
2015	2,619	2,410	13,699
2016	2,671	2,482	13,974
2017	2,737	2,524	14,305
2018	2,790	2,587	14,578
2019	2,855	2,650	14,911

Source: Gulf Power Company 2010 Ten Year Site Plan

15. Please explain or describe how other Florida IOUs and third party providers assisted Gulf in projecting customer enrollment.

ANSWER:

Third party providers assisted Gulf with projections of customer enrollment in the HVAC Efficiency, Refrigerator Recycling, Home Energy Reporting, and Community Energy Saver programs. Gulf's projections were not taken directly from the providers, but instead were estimated based on discussions with several third party providers regarding program offerings and Gulf's potential customer base.

Assistance by Florida IOU's was limited to review of historical participation in similar program offerings contemplated during Gulf's DSM Plan development.