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COMMISSION
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Public Service Commission

November 18, 2010

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

STAFF'S FOURTH DATA REQUEST

Re: Docket No. 100154-EG - Petition of approval of demand-side management plan of Gulf Power Company.

Dear Mr. Griffin:

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

1. Please provide a list of all measures contemplated in Itron's Achievable potential study that passed both the RIM and TRC test that are not part of Gulf's revised DSM Plan.
 - a. Please explain why Gulf excluded these measures from its revised plan.
2. Please provide a list of the top ten two-year payback measures, based on energy savings, that passed the RIM test. Please provide this information in a format similar Late Filed Exhibit No. 2 provided by Gulf Witness Floyd in Docket 080410-EG.
3. Please identify the source of the values provided in Late Filed Exhibit No. 2 provided by Gulf Witness Floyd in Docket 080410-EG. Please describe how the values were calculated.
4. What percentage of Gulf's revised DSM Plan costs are associated with incentives, administration, and marketing? Please provide this cost breakdown for each program contained in Gulf's revised DSM Plan.
5. Assuming implementation of the proposed rate mitigation plan described on pages 1-9, 1-10, and 1-11 of Gulf's revised DSM Plan, what percentage of Gulf's projected DSM Plan costs are associated with incentives, administration, and marketing? Please provide this cost breakdown for each program contained in Gulf's revised DSM Plan.

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6. Please complete the table below describing the potential energy savings associated with each measure proposed in Gulf's revised DSM Plan.

Measure	Projected Monthly Energy Savings per Participant (kWh)

7. Please indicate what changes or modifications Gulf made to the Self-Install Efficiency Program to increase participation in 2010. As part of this response, please provide the dollar amount associated with these changes or modifications.

8. Please indicate what changes or modifications Gulf made to the HVAC Retro-Commissioning Program to change participation rates over the ten year plan. As part of this response, please provide the dollar amount associated with these changes or modifications.

9. Please describe or list any best practices gleaned from third party providers and trade allies as discussed on page 1-2 of Gulf's revised DSM Plan.

10. Please describe or list any best practices gleaned from Gulf's participation in the Consortium for Energy Efficiency as discussed on page 1-2 of Gulf's revised DSM Plan.

11. Gulf has identified a small group of measures that, if deferred, could reduce the rate impact of the DSM Plan by over 50 percent. Please respond to the following:

- a. Please explain or describe how the rate impact mitigation plan was developed.
- b. Please explain or describe what is meant by deferred (i.e. never implemented).
- c. Please explain or describe how the measures were selected to be deferred.
- d. Please explain or describe whether the deferral of the selected programs would have any effect on the penetration rates of other programs.
- e. Please explain the source of the values found in the rate impact and cumulative rate impact columns.

12. Please complete the table below assuming implementation of the proposed rate impact mitigation plan. Please use assumptions consistent with those used to develop the table found at the top of page 1-4 of Gulf's revised 2010 DSM Plan filing.

DSM Plan Reductions (GWh)			DSM Plan Cost		Residential ECCR Impacts @ 1200 kWh	Non-fuel Revenue Impact	DSM Plan costs and Non-fuel Revenue Impacts
Year	Annual	Cumulative	Energy Efficiency and Demand Response	Renewables			
2010							
2011							
2012							
2013							
2014							
2015							
2016							
2017							
2018							
2019							

13. Please complete the table below describing the projected residential savings at the generator assuming implementation of the proposed rate impact mitigation plan.

	DSM Plan Annual Energy GWh	DSM Plan Cumulative Energy GWh	DSM Plan Annual Winter MW	DSM Plan Cumulative Winter MW	DSM Plan Annual Summer MW	DSM Plan Cumulative Summer MW
2010						
2011						
2012						
2013						
2014						
2015						
2016						
2017						
2018						
2019						

14. Please complete the table below describing the projected commercial/industrial savings at the generator assuming implementation of the proposed rate impact mitigation plan.

	DSM Plan Annual Energy GWh	DSM Plan Cumulative Energy GWh	DSM Plan Annual Winter MW	DSM Plan Cumulative Winter MW	DSM Plan Annual Summer MW	DSM Plan Cumulative Summer MW
2010						
2011						
2012						
2013						
2014						
2015						
2016						
2017						
2018						
2019						

15. Please complete the table below for each program contained in Gulf's revised DSM Plan.

Program Name	E-TRC	E-RIM	Participant

16. Please complete the table below for each program contained in Gulf's revised DSM Plan, assuming implementation of the proposed rate mitigation plan.

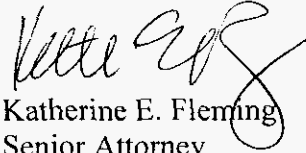
Program Name	E-TRC	E-RIM	Participant

17. Please provide a copy of the peer review discussed on page 1-2 of Gulf's revised DSM Plan.
18. Please provide the work papers associated with developing the proposed rate impact mitigation plan discussed on pages 1-9, 1-10, and 1-11 of Gulf's revised DSM Plan.

Steven R. Griffin
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Please file the original and five copies of the requested information by December 8, 2010, with Ms. Ann Cole, Commission Clerk, Office of Commission Clerk, 2540 Shumard Oak Boulevard, Tallahassee, Florida, 32399-0850. Please feel free to call me at (850) 413-6218 if you have any questions.

Sincerely,



Katherine E. Fleming
Senior Attorney
Office of the General Counsel

KEF/sh

cc: Office of Commission Clerk
George Cavros
Suzanne Brownless
Rick D. Chamberlain

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