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ORIGINAL

Charles A. Guyton
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By Hand Delivery

Blanca S. Bayò, Director
Records and Reporting
Florida Public Service Commission
2540 Shumard Oak Boulevard, Room 110
Tallahassee, Florida 32399-0850

**RE: Florida Power & Light Company's Marketing
Conservation Research and Development Program
Docket No. 961002-EI**

980000

Dear Ms. Bayò:

At the request of Staff, Florida Power & Light Company (FPL) is filing the original and fifteen (15) copies of FPL's Marketing Conservation Research and Development Program Seventh Quarterly Report. The report covers the third quarter of 1998.

Also enclosed is an additional copy of the report which we request that you stamp and return to our runner.

If you or your Staff have any questions regarding this filing, please contact me at 222-2300.

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Very truly yours,

[Signature]

Charles A. Guyton

CAG/ld
cc: M. Futrell (w/ encl.)
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**Marketing Conservation Research
and Development Program
Seventh Quarterly Report
Report Period: Third Quarter 1998**

Program Status:

The FPL Marketing Conservation Research and Development Program (MCRD) was approved by the Commission in Order No. PSC-97-0100-FOF-EI dated January 27, 1997. This program is designed to allow FPL the flexibility to develop specific projects to test alternative incentive and / or marketing strategies for existing DSM programs.

During the third quarter of 1998, FPL completed its preliminary research to gain a more complete understanding of the reasons customers drop out of its residential load control program when the program is activated. Additional research will be conducted in order to gain an understanding of the interactions between program promotion, incentive levels and program satisfaction. Once this research is completed, FPL will be submitting a load control related MCRD project based on its results.

FPL has continued to investigate potential MCRD projects that will examine the impacts of seasonal incentives for several DSM programs. Preliminary research plans are currently being developed.

Budget / Expenditures:

The MCRD Program has an approved total cost capped at \$2,646,000 for the time period October 1996 through September 1999, with an annual cap of no more than \$1,134,000.

FPL's annual expenditures are \$0.

FPL's program to date expenditures are \$5,703.

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