

November 16, 1999

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**By Hand Delivery**

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Blanca S. Bayó, 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**

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Dear Ms. Bayó:

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 Eleventh Quarterly Report. The report covers the third quarter of 1999.

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

Very truly yours,

Charles A. Guyton

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CAG/ld  
cc: Mark Futrell

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**Marketing Conservation Research  
and Development Program  
Eleventh Quarterly Report  
Report Period: Third Quarter 1999**

**Program Status:**

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

During the third quarter of 1999, FPL initiated execution of a new communications plan for the On Call program that was developed and tested during the second quarter of this year. The primary objectives of the new plan are to communicate the new positioning statement (developed Q2 1999), maintain customer satisfaction levels and ensure program goals are met. Additionally, in the third quarter of 1999, FPL fielded quantitative research to help determine appropriate amounts for a reduced incentive, which will ensure cost effectiveness while meeting program participation goals. In the fourth quarter of 1999, FPL will receive the results from the reduced incentive research, which will be used to design an in-market pilot to test the lower incentives with new On Call program participants.

FPL also continued to explore different means of increasing the cost-effectiveness and customer satisfaction of the duct test program while meeting participation goals. Since consumer demand is highly seasonal (peak: April – October), during this period, FPL is continuing to evaluate the development of a new off-season incentive program.

The MCRD Program ended on September 30, 1999. This is the final status report. In the future, FPL will petition the FPSC on an individual program basis to test marketing alternatives for its DSM programs.

**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 \$94,340

FPL's program-to-date expenditures are \$100,043