

STEEL  
HECTOR  
& DAVIS

**ORIGINAL**  
Steel Hector & Davis, L.L.C.  
215 South Monroe, Suite 601  
Tallahassee, Florida 32301-1804  
904.222.2300  
904.222.8410 Fax

February 16, 1998

Charles A. Guyton  
904.222.3423

**By Hand Delivery**

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

97-1581

101040

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

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 Fourth Quarterly Report. The report covers the fourth quarter of 1997.

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.

- ACK \_\_\_\_\_
- AFA \_\_\_\_\_
- APP \_\_\_\_\_
- CAF \_\_\_\_\_
- CMU \_\_\_\_\_
- CTR \_\_\_\_\_
- EAG Futrell
- LEG \_\_\_\_\_
- LIN \_\_\_\_\_
- OPC \_\_\_\_\_
- RCH \_\_\_\_\_
- SEC \_\_\_\_\_
- WAS \_\_\_\_\_
- OTH Closed dkt

Very truly yours,

Charles A. Guyton

RECEIVED & FILED  
cc: M. Futrell (encl.)

TAL/23967-1

FPSC-BUREAU OF RECORDS

Miami  
305.577.7000  
305.577.7001 Fax

West Palm Beach  
561.650.7200  
561.655.1509 Fax

Key West  
305.292.7272  
305.292.7271 Fax

DOCUMENT NUMBER-DATE

~~02252~~ FEB 16 88

Caracas  
582.951.4105  
582.951.4106 Fax  
FPSC RECORDS/REPORTING

**Marketing Conservation Research  
and Development Program  
Fourth Quarterly Report  
Report Period: Fourth Quarter 1997**

**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.

Since this Program was approved, FPL has focused its efforts on redesigning the majority of its existing DSM programs. FPL has postponed the development of specific MCRD projects until its current DSM program modification petitions are finalized and implemented. FPL's redesigned DSM programs will be effective on March 1, 1998. FPL anticipates it will submit its first proposed project shortly thereafter.

**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 \$5,703.

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