

State of Florida



# Public Service Commission

CAPITAL CIRCLE OFFICE CENTER • 2540 SHUMARD OAK BOULEVARD  
TALLAHASSEE, FLORIDA 32399-0850

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

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**DATE:** June 19, 2008  
**TO:** Ann Cole, Commission Clerk, Office of Commission Clerk  
**FROM:** Katherine Fleming, Senior Attorney, Office of General Counsel *KEF*  
**RE:** Docket No. 070626-EI - Review of Florida Power & Light Company's Sunshine Energy Program.

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Please place the attached document in the above-referenced docket file. Thank you.

KEF/tfw

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FPSC-COMMISSION CLERK

**Comparison of Key Program Features of the Existing Sunshine  
Energy Program & the Proposed Program Revisions**

<b>Feature</b>	<b>Current Program</b>	<b>Revised Program</b>
Customer Segment	Residential and business customer	Residential and business customer
Vendor Support	Green Mountain for residential <ul style="list-style-type: none"> <li>• TRECs</li> <li>• Solar development</li> <li>• Turn key marketing</li> </ul> Sterling Planet for business <ul style="list-style-type: none"> <li>• TRECs</li> </ul>	Green Mountain for both residential and business <ul style="list-style-type: none"> <li>• Marketing, sales, customer retention, public relations, and customer account management services. (See Green Mountain Responsibilities below)</li> </ul> Sterling Planet agreement will be terminated for convenience upon approval of revised program
FPL Responsibilities	Overall program management <ul style="list-style-type: none"> <li>• Review and approval of market plan and strategies, including collateral, sales channels and campaigns</li> <li>• Selection and approval of solar development sites</li> </ul>	Overall program management <ul style="list-style-type: none"> <li>• Review and approval of market plan and strategies, including collateral, sales channels and campaigns</li> <li>• Funding of marketing tactics</li> <li>• Development of renewable sites</li> </ul>
Allocation of Program Expenses	<ul style="list-style-type: none"> <li>• FPL program management – 7%</li> <li>• Marketing &amp; Other – 68%</li> <li>• TRECs &amp; Renewables – 24%</li> </ul>	<ul style="list-style-type: none"> <li>• FPL program management – 7%</li> <li>• Marketing &amp; Other – 35%</li> <li>• Renewables – 58%</li> </ul> Synergies will potentially increase renewable project funding
Contractual Commitments	<ul style="list-style-type: none"> <li>• Green Mountain for residential</li> <li>• Sterling Planet for business</li> <li>• Miami Museum solar site</li> </ul>	<ul style="list-style-type: none"> <li>• Green Mountain</li> <li>• Agreement for Rothenbach Park</li> <li>• New renewable site agreements</li> </ul>
Renewables Commitment	<ul style="list-style-type: none"> <li>• 150 kw / 10,000 participants</li> </ul>	<ul style="list-style-type: none"> <li>• 25 kw / \$250,000 of renewable funds within one year</li> </ul>

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		<ul style="list-style-type: none"> <li>● Dependent on ability to site and construct facilities at public places</li> <li>● Total kw of site will count toward commitment</li> <li>● Cost sharing will allow for the funding of sites greater than 25 kw (See Site Selection Criteria below)</li> </ul>
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### **Green Mountain Responsibilities**

Green Mountain will provide marketing, sales, customer retention, public relations, and customer account management services, as currently performed. Under the revised Program, Green Mountain will expand its role to include business customers. Services to be provided include:

- market the revised Program to residential and commercial customers
- design and produce all marketing materials, including collateral materials, web pages, and customer communications materials such as a quarterly electronic newsletter.
- develop and execute sales channels, including direct mail, bangtails, email, web, start service phone center, and online movers.
- provide website and mail operations for customer enrollments.
- consult with FPL on website design and write web copy.
- implement customer retention strategies with the aim of minimizing acceptable churn rates for the Program, which may include newsletters and other forms of customer communication, public relations activities, and events.
- provide all sales order processing including inbound telephone sales, with the exception of bangtails and customer sign ups entered at FPL phone centers.
- provide telephone customer service support.
- develop a Marketing Plan for the revised Program, with sales, cost per sale, and churn goals.
- perform market research, as appropriate, to successfully market the revised Program and support customer retention activities.
- develop and execute a plan for launching the new Program, including events, public relations activities, publicity and communications materials.
- develop, implement and manage a customer awareness campaign for the Program through non-profit renewable energy advocacy organizations.

## **Sunshine Energy Renewable Project Site Selection Criteria**

### **Process:**

- Issue RFP for renewable projects. Evaluation will depend on the General and Site Selection Priorities listed below.

### **General:**

- Located in FPL service territory
- Equitable geographic distribution throughout FPL service territory
- Host facility already constructed
- Host facility ready for array installation
- Type of renewable resource to be developed
  - Solar pv
  - Solar thermal
  - Small scale wind
  - other
- Project Size: minimum 5 kW/maximum 250 kW (for solar pv)
- Preference for solar installations to be ground-mounted or other publicly visible/accessible placement (needs to be visible to the public)
- Cost share contribution
  - Grants available
  - Matching funds
  - Cost sharing opportunities
- Construction schedule requirement
- Responsibility and resources for ongoing maintenance
- Repair/replacement requirements
- Sunshine Energy naming rights
- Signage rights
- PR/publicity agreement
- Opportunity for Sunshine Energy sales to constituents, members, employees, community
- Visibility traffic metric (i.e. – estimate of how many people will see or visit the array annually)
- FPL ownership of RECs.

### **Site Selection Potential Candidates**

- Schools (K – 12)
- Universities
- Other public or non-profit facilities
- Government-owned property
  - Buildings frequented by the public
  - Parks and recreation areas
- SunFunds
- FPL facilities

## **Program Participation**

Calendar year 2007

1) Cumulative Participants;	37,184
2) Revenues:	\$3,900,993
3) Expenses; and	\$3,915,094
4) Net Revenues.	\$14,100

YTD May 2008.

1) Cumulative Participants;	38,929
2) Revenues:	\$1,833,288
3) Expenses; and	\$1,579,228
4) Net Revenues.	\$(254,060)