

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-

DATE: September 18, 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.

Please place the attached documents, which are FPL's responses to Staff's Data Request dated September 12, 2008, in the above-referenced docket file. Thank you.

KEF/tfw

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DOCUMENT NUMBER-DATE

08788 SEP 18 8

FPSC-COMMISSION CLERK

Katherine Fleming

From: Cano, Jessica [Jessica.Cano@fpl.com]
Sent: Monday, September 15, 2008 5:03 PM
To: Katherine Fleming
Subject: Docket No. 070626-EI; FPL's Response to Data Request (9/12/08)
Attachments: NREL 2004.tif; NREL 2005.tif; NREL 2006.tif; NREL 2007.tif

Please find attached the documents responsive to Staff's Data Request dated September 12, 2008.

Sincerely,

Jessica A. Cano
Attorney

Florida Power & Light Company
700 Universe Boulevard
Juno Beach, FL 33408
(561) 304-5226

9/17/2008

DOCUMENT NUMBER-DATE

08788 SEP 18 8

FPSC-COMMISSION CLERK

2004 Utility Green Power Program Questionnaire

Confidentiality – Individual utility responses to this survey regarding customers, sales, and marketing information will be held confidential. Data are used to prepare NREL's list of top ten utility green power programs and to provide aggregate industry data to the U.S. DOE and the general public.

1. Utility name FPL – Florida Power & Light
2. Name of respondent (phone/email) Jack Rose – Sunshine Energy Product manager (305) 552-4029 , jack_rose@fpl.com
3. Name of green power program - Sunshine Energy Program
(if you have multiple programs, please fill out a separate form for each program)
4. Is the program marketed in partnership with a third-party? No If so, please name –
5. Year program was launched - 2004
6. In which states is the program offered? Florida
7. Data reported should be for 2004. If data are provided for a different 12-month period, please specify.

Participation

8. In the table below, please provide participation data as of **December 31, 2004**.

Question	Response
Total number of residential green power participants	10,674
Total number of non-residential green power participants	N/A
Number of new residential green power participants in 2004 (do not subtract dropouts)	10,674
Number of new non-residential green power participants in 2004 (do not subtract dropouts)	N/A
Number of residential customers (or members) eligible to participate	3,700,000
Number of non-residential customers (or members) eligible to participate	N/A
Is the program currently open to new customers? Yes/No	Yes
Number of customers on waiting list	N/A
Number of participants who have dropped out of the program this year	1,732
Minimum period of time residential customers must participate (e.g., 1 year)	No minimum
Minimum period of time non-residential customers must participate (e.g., 2 years)	N/A

9. For programs that are offered to multiple distribution cooperatives or municipal utilities, please list any individual utilities that have achieved participation rates of 3% or higher (please also note the participation rate).

Utility: _____ Participation Rate: _____
 Utility: _____ Participation Rate: _____
 Utility: _____ Participation Rate: _____

Sales for 2004

10. In the table below, please indicate the sales of green power to customers during 2004.

Green power sales for 2004	# Blocks Sold in 2004	Block size	2004 Sales (kWh)
Green power sales to residential customers	9,683	1000 kwh	9,683,000
Green power sales to non-residential customers	N/A	N/A	N/A
Utility electricity sales to eligible residential customers			TBD
Utility electricity sales to eligible non-residential customers			TBD

Renewable Energy Supplies

11. Of the renewable energy used to supply your program in 2004, what percentage came from the following?

Renewable projects owned or partially-owned by your utility	0 %
Renewable energy purchases from others	0 %
Renewable certificate purchases	100 %
Total	100 %

Please email or fax this questionnaire by **Tuesday, February 15** to: Lori Bird, lori_bird@nrel.gov, Fax (303) 384-7449. If you have any questions, please call Lori Bird at (303) 384-7412.

12. In the table below, please indicate the type and amount of renewable resources used to supply participants in your green pricing program during 2004.

Name(s) of Renewable Energy Project Used to Supply Program	Resource Type (e.g., Wind, PV)	Nameplate Capacity Installed (kW)	Year Installed	2004 Energy or REC Purchases (kWh/yr)
Blue Canyon – Western Farmers Electric Cooperative	Wind	74,300	2003	12,297,000
Stanton Energy Center – Orlando Utilities Commission	Landfill Methane	12,000	1998	20,531,000
Demopolis, Alabama	Wood waste biomass	17,500	2003	18,500,000

13. In the table below, please indicate any planned renewable energy projects that will be used to supply participants in your green pricing program.

Name(s) of Planned Renewable Energy Projects to Supply Program in Future	Nameplate Capacity Planned (kW)	Year Planned
TBD	TBD	TBD

Premium

14. Please indicate the price premium charged for this green power product (i.e., \$/kWh block, ¢/kWh, \$/kW, or minimum suggested contribution) - \$9.75/1,000 kwh, 1 Block = 1,000 kWh's

15. Please indicate the premium for nonresidential customers, if different. N/A

16. Was there a change in the premium in 2004? Yes/No - No

If so, why?

17. What is the minimum purchase for residential participants (e.g. 2 blocks or 25% of usage)? 1 Block

18. What is the nonresidential minimum purchase (e.g. 100 blocks or 10% of usage)? N/A

19. Are green power customers protected, by virtue of their green power purchase, from increases in fuel costs (i.e., natural gas) or non-renewable energy fees (i.e., emissions control fees)? Yes/No If so, how? - No

Green Power Program Design and Implementation

20. Have you performed (in 2004 or earlier) market research to aid in the design of your green power product or development of your marketing plan? Yes

If yes, in what year(s)? 2002-2003

What type of research was performed? Primary / Secondary

21. Have you performed an evaluation of the program (in 2004 or earlier)? Yes

If yes, in what year(s)? 2004

What aspect of the program was evaluated? Current Status: Pilot (All aspects under review)

22. In which of the following ways can customers sign up for your program? (check all that apply) Also, please rank the effectiveness of each method on a scale of 1 to 5, with 5 being the most effective.

	Check (x)	Rank (1-5)
Utility Web site	X	1
Checking a box on their electric bill		
Sign up at special events	X	5
By returning a mail-in card	X	3
By phone through the utility call center	X	2
Other (please specify)?	X	4
Non-utility (outbound) telemarketing		

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23. What other value-added products or services do you provide to customers that enroll in your green power program? (check all that apply)

Compact fluorescents or efficiency products	X	Decals for display in store windows	X
Recognition of business customers in program ads or local media		Installations on schools/ education programs	X
Discounts or promotions at local businesses	X	Plaques or other items for recognition	
Newsletters that provide program updates		Protection from fuel cost increases	
Tours to renewable energy project sites		Exemption from environmental fees	
Other (please list)			

Marketing and Administration

24. Please indicate below how much you spend annually on marketing the program, excluding staff time. (check the appropriate box below) N/A

Less than \$10k	
\$11k-\$50k	
\$51k-\$100k	
\$101k-\$250k	
\$251k-\$500k	
\$501k-\$750k	
\$751k-\$1,000k	
>\$1,000k	

25. Please indicate below how much you spend annually on program administration, including staff time. (check the appropriate box below)

Less than \$10k	
\$11k-\$50k	X
\$51k-\$100k	
\$101k-\$250k	
\$251k-\$500k	
\$501k-\$750k	
\$751k-\$1,000k	
>\$1,000k	

26. What percentage of your green power premium was attributable to marketing and administrative costs in 2004? Confidential

27. Are all program costs born by program participants? Yes If no, please explain _____

28. On average, how much did you spend in 2004 to sign up each residential customer (\$/customer)? Confidential

29. In the table below, please indicate which marketing strategies you used for your green power program in 2004. (check all that apply) Also, please rank the cost-effectiveness on a scale of 1 to 5, with 5 being the most cost-effective.

	Check (x)	Rank (1-5)		Check (x)	Rank (1-5)
Bill inserts	X	4	Publicity/feature stories (non-paid)	X	TBD
Television			Events	X	1
Telemarketing	X	5	Community challenges		
Direct mail	X	3	Partner with environmental orgs.		
Radio			Retail partners (co-branding)		
Billboards			Web-based marketing		
Utility newsletter	X	5	Direct sales to commercial accts.		
Newspaper ads			Kiosks	X	2
Other (please list):					

Please email or fax this questionnaire by **Tuesday, February 15** to: Lori Bird, lori_bird@nrel.gov, Fax (303) 384-7449. If you have any questions, please call Lori Bird at (303) 384-7412.

Utility Green Power Program Questionnaire (2005 Data)

Instructions – Please fill out a different form for each green power program offered. Please enter data for calendar year 2005.

Confidentiality – Individual utility responses to this survey regarding customers, sales, and marketing information will be held confidential. Data are used to prepare NREL’s list of top ten utility green power programs and to provide aggregate industry data to the U.S. DOE and the general public.

1. Program and Contact Information

a. Utility Name	Florida Power & Light Company
b. Name of Green Power Program	Sunshine Energy
c. Name of Respondent	David Bates
d. Phone and e-mail of Respondent	561.691.2204 david_bates@FPL.com
e. Year Program Launched	2004
f. States in which Program is Offered	Florida
g. Name of Third-party Marketer, if any	Green Mountain Energy Company
h. Certifying Organization, if Certified	

2. Participation. In the table below, please provide participation data as of December 31, 2005. If data are provided for a different time period, please indicate.

a. Total number of residential green power participants	23,066
b. Total number of non-residential green power participants	n/a
c. Number of new residential green power participants in 2005 (do not subtract dropouts)	13,495
d. Number of new non-residential green power participants in 2005 (do not subtract dropouts)	n/a
e. Total number of residential customers (or members) eligible to participate	3,744,920
f. Total number of non-residential customers (or members) eligible to participate	n/a
g. Is the program currently open to new customers? Yes/No	Yes
h. Number of customers on waiting list	n/a
i. Number of participants who have dropped out of the program this year	1,103
j. Minimum period of time residential customers must participate (e.g., 1 year)	n/a
k. Minimum period of time non-residential customers must participate (e.g., 2 years)	n/a

3. Programs Offered Through Distribution Utilities. For programs that are offered through multiple distribution cooperatives or municipal utilities, please list the number of distribution utilities that offer the program and utilities that have achieved participation rates of 4% or higher. Please add more space, if necessary.

Number of Distribution Utilities That Offer Program	Utilities with >4% Participation	Participation Rate

4. Pricing. Please indicate the price premium as of the end of 2005.

Sector	Price Premium (\$/kWh)	Are Participants Exempt from Fuel Charge? Y/N If yes, what was fuel charge in Dec 2005? (\$/kWh)	Change in Premium in 2005? Y/N*	Block Size, if applicable (kWh)	Minimum Purchase (e.g. 25% or kWh)
a. Residential	\$9.75 flat charge / month	N	N	1000	1000
b. Non-Residential	n/a	n/a	n/a	n/a	n/a

*If there was a change in the price premium during 2005 or if you anticipate a price premium change in 2006, please explain.

5. Renewable Energy Sales for 2005. In the table below, please indicate the total annual sales of green power to customers during 2005. If sales are reported for a different period other than January through December 2005, please indicate.

Green power sales for 2005	TOTAL 2005 Sales (kWh)
a. Green power sales to residential customers	224,574,530
b. Green power sales to non-residential customers	n/a

Please email or fax this questionnaire by **Tuesday, January 31, 2006** to: Lori Bird, lori_bird@nrel.gov, Fax (303) 384-7449. If you have any questions, please call Lori Bird at (303) 384-7412.

c. Total retail electricity sales to eligible residential customers	
d. Total retail electricity sales to eligible non-residential customers	

6. Renewable Energy Mandates. Does your utility count the green power sold to customers through your green pricing program toward compliance with a state-imposed renewable portfolio standard? **Yes / No**

7. Sales by Renewable Resource. In the table below, list the percentage of sales supplied by each of the following renewable resources in 2005. Also, please indicate the percentage of sales supplied by new renewable energy sources, if different.

Resource	Percent of Sales Supplied by Resource Type	Percent of Sales Supplied by New* Resources
Biomass: Landfill Gas	48 %	%
Biomass: Biogas	%	%
Biomass: Wood or Other	8 %	8 %
Geothermal	%	%
Hydroelectric	%	%
Solar	%	%
Wind	44 %	44 %

**New resources defined as those in service or repowered after January 1, 1997.

8. Renewable Energy Supplies. Of the renewable energy used to supply your program, what percentage came from the following?

Renewable projects owned or partially-owned by your utility	%
Renewable energy purchases from other suppliers/producers	%
Renewable energy produced by utility customers (e.g. PV)	%
Renewable certificate purchases	100 %
Total	100 %

9. Renewable Energy Projects Supplying Program. In the table below, please indicate the type and amount of renewable resources used to supply participants in your green pricing program during 2005.

Name(s) of Renewable Energy Project Used to Supply Program	Resource Type (e.g., Wind, PV)	Nameplate Capacity Installed (kW)	Year Installed	2005 Energy or REC Purchases (kWh/yr)
	Wind	74,300	2003	98,742
	Landfill gas	12,000	1998	106,885
	Wood waste biomass	17,500	2003	18,967

10. Planned Renewable Energy Supplies. In the table below, please indicate any planned renewable energy projects that will be used to supply participants in your green pricing program.

Name(s) of Planned Renewable Energy Projects to Supply Program in Future	Resource Type (e.g., Wind, PV)	Nameplate Capacity Planned (kW)	Year Planned
West Coast Project	PV	250	2006
South Project	PV	50	2006

11. Program Research. Have you performed (in 2005 or earlier) market research to aid in the design of your green power program or have you performed a program evaluation?

Research Category	Did you Perform? Y/N	In what year(s) was research performed?	Type of Research or Evaluation Performed
a. Market Research	Y	2005	In market testing of lists & messages
b. Program Evaluation	Y	2005	Customer satisfaction

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12. Customer Enrollment. In which ways can customers sign up for your program? (check all that apply) Also, please rate the effectiveness of each method on a scale of 1 to 5, with 5 being the most effective.

	Check (x)	Effectiveness Rating (1-5 scale, 5 =most effective)
Utility Web site	X	1
By returning a mail-in card/bangtail	X	4
Checking a box on their electric bill		
Sign up at special events	X	2
By phone through the utility call center	X	4
Other? (specify) Non-utility Outbound Telemarketing	X	4

13: Value-Added Products. What other value-added products or services do you provide to customers that enroll in your green power program? (check all that apply)

Compact fluorescents or efficiency products		Decals for display in store windows	
Recognition of business customers in program ads or local media		Education programs/school installations	
Discounts or promotions at local businesses	X	Plaques, certificates or other recognition	
Newsletters that provide program updates	X	Protection from fuel cost increases	
Tours to renewable energy project sites		Exemption from environmental fees	
Welcome Kit/Thank you letter		Other (List):	

14. Marketing and Administration Spending. Please indicate below how much you spend annually on marketing and administration of your green power program. (check the appropriate boxes below)

	Marketing Costs (excluding staff time)	Administrative Costs (including staff time)
Less than \$10,000		
\$10,000-\$49,999		X
\$50,000-\$99,999		
\$100,000-\$249,999		
\$250,000-\$499,999		
\$500,000-\$749,999		
\$750,000-\$999,999		
\$1,000,000 or more		

15. Distribution of Costs.

What percentage of your green power premium was attributable to marketing and administrative costs in 2005?	%
Are all program costs borne by program participants? Circle one.	Y / N
If no, please explain	
On average, how much did you spend in 2005 to sign up each residential customer (\$/customer)?	\$

16. Marketing Strategies. In the table below, please indicate which marketing strategies you used for your green power program in 2005. (check all that apply) Also, please rate the cost-effectiveness of those strategies utilized based on a scale of 1 to 5, with 5 being the most cost-effective.

	Check (x)	Rating (1-5)		Check (x)	Rating (1-5)
Bill inserts	X	4	Publicity/feature stories (non-paid)	X	1
Television			Events/Presenting to groups	X	2
Telemarketing	X	3	Community challenges		
Direct mail			Partner with environmental orgs.		
Radio			Retail partners (co-branding)		
Billboards			Web-based marketing		
Utility newsletter			Direct sales to commercial accts.		
Bangtails	X	4	Door-to-door residential		
Newspaper/other print ads			Kiosks		
Other (please list):					

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If you have any questions, please call Lori Bird at (303) 384-7412.

2004 Utility Green Power Program Questionnaire

Confidentiality – Individual utility responses to this survey regarding customers, sales, and marketing information will be held confidential. Data are used to prepare NREL’s list of top ten utility green power programs and to provide aggregate industry data to the U.S. DOE and the general public.

1. Utility name FPL – Florida Power & Light
2. Name of respondent (phone/email) Jack Rose – Sunshine Energy Product manager (305) 552-4029 , jack_rose@fpl.com
3. Name of green power program - Sunshine Energy Program
(if you have multiple programs, please fill out a separate form for each program)
4. Is the program marketed in partnership with a third-party? No If so, please name –
5. Year program was launched - 2004
6. In which states is the program offered? Florida
7. Data reported should be for 2004. If data are provided for a different 12-month period, please specify.

Participation

8. In the table below, please provide participation data as of **December 31, 2004**.

Question	Response
Total number of residential green power participants	10,674
Total number of non-residential green power participants	N/A
Number of new residential green power participants in 2004 (do not subtract dropouts)	10,674
Number of new non-residential green power participants in 2004 (do not subtract dropouts)	N/A
Number of residential customers (or members) eligible to participate	3,700,000
Number of non-residential customers (or members) eligible to participate	N/A
Is the program currently open to new customers? Yes/No	Yes
Number of customers on waiting list	N/A
Number of participants who have dropped out of the program this year	1,732
Minimum period of time residential customers must participate (e.g., 1 year)	No minimum
Minimum period of time non-residential customers must participate (e.g., 2 years)	N/A

9. For programs that are offered to multiple distribution cooperatives or municipal utilities, please list any individual utilities that have achieved participation rates of 3% or higher (please also note the participation rate).

Utility: _____ Participation Rate: _____
 Utility: _____ Participation Rate: _____
 Utility: _____ Participation Rate: _____

Sales for 2004

10. In the table below, please indicate the sales of green power to customers during 2004.

Green power sales for 2004	# Blocks Sold in 2004	Block size	2004 Sales (kWh)
Green power sales to residential customers	9,683	1000 kwh	9,683,000
Green power sales to non-residential customers	N/A	N/A	N/A
Utility electricity sales to eligible residential customers			TBD
Utility electricity sales to eligible non-residential customers			TBD

Renewable Energy Supplies

11. Of the renewable energy used to supply your program in 2004, what percentage came from the following?

Renewable projects owned or partially-owned by your utility	0 %
Renewable energy purchases from others	0 %
Renewable certificate purchases	100 %
Total	100 %

Please email or fax this questionnaire by **Tuesday, February 15** to: Lori Bird, lori_bird@nrel.gov, Fax (303) 384-7449. If you have any questions, please call Lori Bird at (303) 384-7412.

12. In the table below, please indicate the type and amount of renewable resources used to supply participants in your green pricing program during 2004.

Name(s) of Renewable Energy Project Used to Supply Program	Resource Type (e.g., Wind, PV)	Nameplate Capacity Installed (kW)	Year Installed	2004 Energy or REC Purchases (kWh/yr)
Blue Canyon – Western Farmers Electric Cooperative	Wind	74,300	2003	12,297,000
Stanton Energy Center – Orlando Utilities Commission	Landfill Methane	12,000	1998	20,531,000
Demopolopolis, Alabama	Wood waste biomass	17,500	2003	18,500,000

13. In the table below, please indicate any planned renewable energy projects that will be used to supply participants in your green pricing program.

Name(s) of Planned Renewable Energy Projects to Supply Program in Future	Nameplate Capacity Planned (kW)	Year Planned
TBD	TBD	TBD

Premium

14. Please indicate the price premium charged for this green power product (i.e., \$/kWh block, ¢/kWh, \$/kW, or minimum suggested contribution) - \$9.75/1,000 kwh, 1 Block = 1,000 kWh's

15. Please indicate the premium for nonresidential customers, if different. N/A

16. Was there a change in the premium in 2004? Yes/No - No

If so, why?

17. What is the minimum purchase for residential participants (e.g. 2 blocks or 25% of usage)? 1 Block

18. What is the nonresidential minimum purchase (e.g. 100 blocks or 10% of usage)? N/A

19. Are green power customers protected, by virtue of their green power purchase, from increases in fuel costs (i.e., natural gas) or non-renewable energy fees (i.e., emissions control fees)? Yes/No If so, how? - No

Green Power Program Design and Implementation

20. Have you performed (in 2004 or earlier) market research to aid in the design of your green power product or development of your marketing plan? Yes

If yes, in what year(s)? 2002-2003

What type of research was performed? Primary / Secondary

21. Have you performed an evaluation of the program (in 2004 or earlier)? Yes

If yes, in what year(s)? 2004

What aspect of the program was evaluated? Current Status: Pilot (All aspects under review)

22. In which of the following ways can customers sign up for your program? (check all that apply) Also, please rank the effectiveness of each method on a scale of 1 to 5, with 5 being the most effective.

	Check (x)	Rank (1-5)
Utility Web site	X	1
Checking a box on their electric bill		
Sign up at special events	X	5
By returning a mail-in card	X	3
By phone through the utility call center	X	2
Other (please specify)?	X	4
Non-utility (outbound) telemarketing		

Please email or fax this questionnaire by **Tuesday, February 15** to: Lori Bird, lori_bird@nrel.gov, Fax (303) 384-7449. If you have any questions, please call Lori Bird at (303) 384-7412.

23. What other value-added products or services do you provide to customers that enroll in your green power program? (check all that apply)

Compact fluorescents or efficiency products	X	Decals for display in store windows	X
Recognition of business customers in program ads or local media		Installations on schools/ education programs	X
Discounts or promotions at local businesses	X	Plaques or other items for recognition	
Newsletters that provide program updates		Protection from fuel cost increases	
Tours to renewable energy project sites		Exemption from environmental fees	
Other (please list)			

Marketing and Administration

24. Please indicate below how much you spend annually on marketing the program, excluding staff time. (check the appropriate box below) N/A

Less than \$10k	
\$11k-\$50k	
\$51k-\$100k	
\$101k-\$250k	
\$251k-\$500k	
\$501k-\$750k	
\$751k-\$1,000k	
>\$1,000k	

25. Please indicate below how much you spend annually on program administration, including staff time. (check the appropriate box below)

Less than \$10k	
\$11k-\$50k	X
\$51k-\$100k	
\$101k-\$250k	
\$251k-\$500k	
\$501k-\$750k	
\$751k-\$1,000k	
>\$1,000k	

26. What percentage of your green power premium was attributable to marketing and administrative costs in 2004? Confidential

27. Are all program costs born by program participants? Yes If no, please explain _____

28. On average, how much did you spend in 2004 to sign up each residential customer (\$/customer)? Confidential

29. In the table below, please indicate which marketing strategies you used for your green power program in 2004. (check all that apply) Also, please rank the cost-effectiveness on a scale of 1 to 5, with 5 being the most cost-effective.

	Check (x)	Rank (1-5)		Check (x)	Rank (1-5)
Bill inserts	X	4	Publicity/feature stories (non-paid)	X	TBD
Television			Events	X	1
Telemarketing	X	5	Community challenges		
Direct mail	X	3	Partner with environmental orgs.		
Radio			Retail partners (co-branding)		
Billboards			Web-based marketing		
Utility newsletter	X	5	Direct sales to commercial accts.		
Newspaper ads			Kiosks	X	2
Other (please list):					

Please email or fax this questionnaire by **Tuesday, February 15** to: Lori Bird, lori_bird@nrel.gov, Fax (303) 384-7449. If you have any questions, please call Lori Bird at (303) 384-7412.

Utility Green Power Program Questionnaire (2006 Data)

Instructions – Please fill out a different form for each green power program offered. Please enter data for calendar year 2006.

Confidentiality – Individual utility responses to this survey regarding customers, sales, and marketing information will be held confidential. Data are used to prepare NREL's list of top ten utility green power programs and to provide aggregate industry data to the U.S. DOE and the general public.

1. Program and Contact Information

a. Utility name	Florida Power & Light Company
b. Name of Green Power Program	Sunshine Energy®
c. Name of respondent	David Bates
d. Phone of respondent	561-691-2204
e. email of respondent	David_Bates@FPL.com
f. Year of program launch	2004
g. States in which program is offered	Florida
h. Name of third-party that helps market the program, if any	Green Mountain Energy Company
i. Certifying organization, if certified (e.g., Green-e, ERT)	N/A

2. Participation. In the table below, please provide participation data as of December 31, 2006. If data are provided for a different time period, please indicate here:

a. Total number of residential green power participants	28,742
b. Total number of non-residential green power participants	N/A
c. Number of new residential green power participants in 2006 (do not subtract dropouts)	9,836
d. Number of new non-residential green power participants in 2006 (do not subtract dropouts)	N/A
e. Total number of residential customers (or members) eligible to participate	3,828,375
f. Total number of non-residential customers (or members) eligible to participate	N/A
g. Is the program currently open to new customers? Please check:	Yes <input checked="" type="checkbox"/> X No <input type="checkbox"/>
h. Number of customers on waiting list	N/A
i. Number of participants who have dropped out of the program this year	4,432
j. Minimum period of time residential customers must participate (e.g., 1 year)	No minimum
k. Minimum period of time non-residential customers must participate (e.g., 2 years)	N/A
l. Did you actively promote your green pricing program in 2006? Please check:	Yes <input checked="" type="checkbox"/> X No <input type="checkbox"/>
m. Renewable Energy Mandates. Does your utility count the green power sold to customers through your green pricing program toward compliance with a state-imposed renewable portfolio standard? Please check:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> X

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Utility Green Power Program Questionnaire (2006 Data)

3. Programs Offered Through Distribution Utilities. For programs that are offered through multiple distribution cooperatives or municipal utilities, please list the number of distribution utilities that offer the program. In addition, list any utilities that have achieved participation rates of 4% or higher. Please add more space, if necessary.

Programs Offered Through Distribution Utilities	Response
a. Number of distribution utilities that offer the green power program	
b. Please list any utilities with >4% participation rate and indicate the utility's participation rate:	

4. Pricing. Please indicate the price premium as of the end of 2006.

Customer Type	Price premium for green power (¢/kWh)	Description of Premium (e.g., \$1/100 kWh)	Are green power participants exempt from fuel charge? Y/N	If yes, what was fuel charge in Dec 2006? (¢/kWh)	Change in Premium in 2006? Y/N* (explain below)	Minimum green power purchase (e.g. 25% of utility or 100 kWh)
a. Residential	0.00975 ¢/kWh	\$9.75/month for 1,000 kWh block	No		No	1,000 kWh block/month
b. Non-Residential						

*If there was a change in the price premium during 2006 or if you anticipate a price premium change in 2007, please explain.

5. Renewable Energy Sales for 2006. In the table below, please indicate the total annual sales of green power to customers during 2006. **If sales are reported for a period other than January through December 2006, please indicate the number of months for which data are provided.**

Green power sales for 2006	Total Annual Sales in 2006 (kWh)
a. Green power sales to residential customers	302,792,000 kWh
b. Green power sales to non-residential customers	N/A
c. Total retail electricity sales to eligible residential customers	54,570,000,000 kWh
d. Total retail electricity sales to eligible non-residential customers	N/A
e. Number of months of sales data provided	12

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Utility Green Power Program Questionnaire (2006 Data)

6a. Program Sales by Renewable Resource. In the table below, please indicate the percentage of **green power sold through your program** in 2006 from each of the following renewable resources. Please do not include renewables that are part of your utility's overall resource mix, if they are not used to supply participants in the green power program.

Resource	Percent of green power program sales by resource type
Landfill Gas	29 %
Other Biomass	33 %
Geothermal	%
Hydroelectric	%
Solar	0.02 %
Wind	38 %
Total	100%

6b. Use of New Renewable Resources. Please indicate the percentage of **green power sold through your program** in 2006 that was sourced from renewable energy systems that were **built or repowered after January 1, 1997** (defined here as new). For example, if you sold 1,000 MWh of landfill gas through your program in 2006 and 500 MWh were derived from facilities built after Jan 1, 1997, then you would indicate 50% after landfill gas in the table below.

Resource	Percent of green power sales sourced from systems built or repowered after January 1, 1997 (defined here as new)
Landfill Gas	%
Other Biomass	17 %
Geothermal	%
Hydroelectric	%
Solar	0.02 %
Wind	38 %
Total	55%

7. Renewable Energy Supplies. Of the renewable energy used to supply your program, what percentage came from the following?

Renewable Energy Supplies	Percent
a. Renewable projects owned or partially-owned by your utility	%
b. Renewable electricity purchases from other suppliers/producers	%
c. Renewable electricity produced by utility customers (e.g. PV)	%
d. Renewable energy certificate (REC) purchases	100 %
Total	100%

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Utility Green Power Program Questionnaire (2006 Data)

8. Program Research. Have you performed (in 2006 or earlier) market research to aid in the design of your green power program or have you performed a program evaluation?

Research Category	Did you Perform? Please check Y/N		In what year(s) was research performed?	Type of Research or Evaluation Performed
	Yes	No		
a. Market Research	Yes	X	2003	Focus Groups for market launch
	No			
b. Program Evaluation	Yes	X	2005	Customer satisfaction
	No			

9. Customer Enrollment. In which ways can customers sign up for your program? Check all that apply. Also, please rate the effectiveness of each method on a scale of 1 to 5, with 5 being the most effective in terms of number of customers choosing this option

	Check All that Apply	Effectiveness Rating (1-5 scale, 5 =most effective)
a. Utility Web site	x	2
b. By returning a mail-in card/bangtail	x	4
c. Checking a box on their electric bill		
d. Sign up at special events	x	1
e. By phone through the utility call center	x	2
Other (list here and rate effectiveness):		
f. Direct Mail		5
g. Email message reply		2

10. Value-Added Products. What other value-added products or services do you provide to customers that enroll in your green power program? Check all that apply.

Value-Added Products	Check All that Apply
a. Compact fluorescents or efficiency products	
b. Recognition of business customers in program ads or local media	
c. Discounts or promotions at local businesses	x
d. Newsletters that provide program updates	x
e. Tours to renewable energy project sites	
f. Welcome Kit/Thank you letter	
g. Decals for display in store windows	
h. Education programs/school installations	x
i. Plaques, certificates or other recognition	
j. Protection from fuel cost increases	
k. Exemption from environmental fees	
l. Other (list here):	

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Utility Green Power Program Questionnaire (2006 Data)

11a. Marketing and Administration Spending. Please indicate below how much you spend annually on marketing and administration of your green power program. Check the appropriate boxes below.

Please note: **Marketing** costs include all spending associated with advertising, promoting, and selling the product including labor directly in support of those efforts. **Administrative** costs include (labor and non-labor) costs associated with customer service, transactions, billing, training, managing inventories, reporting, and legal/regulatory reviews, etc.

Please check one box in each column.		
	Marketing Costs	Administrative Costs
\$0		
\$1-\$9,999		
\$10,000-\$49,999		
\$50,000-\$99,999		
\$100,000-\$199,999		
\$200,000-\$299,999		
\$300,000-\$399,999		
\$400,000-\$499,999		
\$500,000 or more		
If you are able to provide us with actual costs, please indicate here:	\$	\$

12. Distribution of Costs.

What percentage of your green power premium was attributable to marketing and administrative costs in 2006?	%	
Are all program costs borne by program participants? Check one.	Yes	X
	No	
If no, please explain		
On average, how much did you spend in 2006 to sign up each new residential customer (\$/customer)? Please include only marketing costs, not administrative costs.	\$	

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Utility Green Power Program Questionnaire (2006 Data)

13. Marketing Strategies. In the table below, please indicate which marketing strategies you used for your green power program in 2006. Check all that apply. Also, please rate the cost-effectiveness of those strategies utilized based on a scale of 1 to 5, with 5 being the most cost-effective.

Marketing Strategies	Check All That Apply	Cost Effectiveness Rating (1-5 scale, 5 =most cost effective)
a. Bill inserts		
b. Television		
c. Telemarketing	x	1
d. Direct mail	x	5
e. Radio		
f. Billboards		
g. Utility newsletter		
h. Bangtails	x	4
i. Newspaper/other print ads		
j. Publicity/feature stories (non-paid)	x	1
k. Events/Presenting to groups	x	1
l. Community challenges		
m. Partner with environmental organizations		
n. Retail partners (co-branding)		
o. Web-based marketing	x	2
p. Direct sales to commercial accts.		
q. Door-to-door sales to residential		
r. Kiosks		
Other (list here and rate effectiveness):		

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Utility Green Power Program Questionnaire (2007 Data)

Instructions – Please fill out a different form for each green power program offered. Please enter data for calendar year 2007.

Confidentiality – Individual utility responses to this survey regarding customers, sales, and marketing information will be held confidential. Data are used to prepare NREL's list of top ten utility green power programs and to provide aggregate industry data to the U.S. DOE and the general public.

1. Program and Contact Information

a. Utility name	Florida Power & Light Company
b. Name of Green Power Program	Sunshine Energy®
c. Name of respondent	David Bates
d. Phone of respondent	561-681-3075
e. email of respondent	david_bates@fpl.com
f. Year of program launch	2004
g. States in which program is offered	Florida
h. Name of third-party that helps market the program, if any	Green Mountain Energy Company
i. Certifying organization, if certified (e.g., Green-e, ERT)	Green-e (business)

2. Participation. In the table below, please provide participation data as of December 31, 2007. If data are provided for a different time period, please indicate here:

a. Total number of residential green power participants	36,918	
b. Total number of non-residential green power participants	266	
c. Number of new residential green power participants in 2007 (do not subtract dropouts)	12,649	
d. Number of new non-residential green power participants in 2007 (do not subtract dropouts)	266	
e. Total number of residential customers (or members) eligible to participate	3,653,176	
f. Total number of non-residential customers (or members) eligible to participate	499,028	
g. Is the program currently open to new customers? Please check:	Yes	X
	No	
h. Number of customers on waiting list	N/A	
i. Number of participants who have dropped out of the program this year	4,402	
j. Minimum period of time residential customers must participate (e.g., 1 year)	N/A	
k. Minimum period of time non-residential customers must participate (e.g., 2 years)	N/A	
l. Did you actively promote your green pricing program in 2007? Please check:	Yes	X
	No	
m. Renewable Energy Mandates. Does your utility count the green power sold to customers through your green pricing program toward compliance with a state-imposed renewable portfolio standard? Please check:	Yes	
	No	X

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Utility Green Power Program Questionnaire (2007 Data)

3. Programs Offered Through Distribution Utilities. For programs that are offered through multiple distribution cooperatives or municipal utilities, please list the number of distribution utilities that offer the program. In addition, list any utilities that have achieved participation rates of 4% or higher. Please add more space, if necessary.

Programs Offered Through Distribution Utilities	Response
a. Number of distribution utilities that offer the green power program	
b. Please list any utilities with >4% participation rate and indicate the utility's participation rate:	

4. Pricing. Please indicate the price premium as of the end of 2007.

Customer Type	Price premium for green power (¢/kWh)	Description of Premium (e.g., \$1/100 kWh)	Are green power participants exempt from fuel charge? Y/N	If yes, what was fuel charge in Dec 2007? (¢/kWh)	Change in Premium in 2007? Y/N* (explain below)	Minimum green power purchase (e.g. 25% of usage or 100 kWh)
a. Residential	\$0.0975 per kWh	\$9.75 per 1,000 kWh block	No	No	No	1 block (1,000 kWh)
b. Non-Residential	\$0.0975 per kWh	\$9.75 per 1,000 kWh	No	No	No	1 block (1,000 kWh)
*If there was a change in the price premium during 2007 or if you anticipate a price premium change in 2007, please explain.						

5. Renewable Energy Sales for 2007. In the table below, please indicate the total annual sales of green power to customers during 2007. If sales are reported for a period other than January through December 2007, please indicate the number of months for which data are provided.

Green power sales for 2007	Total Annual Sales in 2007 (kWh)
a. Green power sales to residential customers	371,439,000
b. Green power sales to non-residential customers	2,157,000
c. Total retail electricity sales to eligible residential customers	*
d. Total retail electricity sales to eligible non-residential customers	*
e. Number of months of sales data provided	

* Use 2006 data since 2007 not yet available.

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Utility Green Power Program Questionnaire (2007 Data)

6a. Program Sales by Renewable Resource. In the table below, please indicate the percentage of **green power sold through your program** in 2007 from each of the following renewable resources. Please do not include renewables that are part of your utility's overall resource mix, if they are not used to supply participants in the green power program.

Resource	Percent of green power program sales by resource type
Landfill Gas	3 %
Other Biomass	49 %
Geothermal	%
Hydroelectric	%
Solar	>1 %
Wind	47 %
Total	100%

6b. Use of New Renewable Resources. Please indicate the percentage of **green power sold through your program** in 2007 that was sourced from renewable energy systems that were **built or repowered after January 1, 1997** (defined here as new). For example, if you sold 1,000 MWh of landfill gas through your program in 2007 and 500 MWh were derived from facilities built after Jan 1, 1997, then you would indicate 50% after landfill gas in the table below.

Resource	Percent of green power sales sourced from systems built or repowered after January 1, 1997 (defined here as new)
Landfill Gas	%
Other Biomass	18 %
Geothermal	%
Hydroelectric	%
Solar	>1 %
Wind	47 %
Total	May not total 100%

7. Renewable Energy Supplies. Of the renewable energy used to supply your program, what percentage came from the following?

Renewable Energy Supplies	Percent
a. Renewable projects owned or partially-owned by your utility	%
b. Renewable electricity purchases from other suppliers/producers	%
c. Renewable electricity produced by utility customers (e.g. PV)	2%
d. Renewable energy certificate (REC) purchases	100 %
Total	100%

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Utility Green Power Program Questionnaire (2007 Data)

8. Program Research. Have you performed (in 2007 or earlier) market research to aid in the design of your green power program or have you performed a program evaluation?

Research Category	Did you Perform? Please check Y/N		In what year(s) was research performed?	Type of Research or Evaluation Performed
	Yes	No		
a. Market Research	Yes	X	2003	Market size; customer attitudes; likelihood to buy
	No			
b. Program Evaluation	Yes	X	2005	Customer satisfaction
	No			

9. Customer Enrollment. In which ways can customers sign up for your program? Check all that apply. Also, please rate the effectiveness of each method on a scale of 1 to 5, with 5 being the most effective in terms of number of customers choosing this option

	Check All that Apply	Effectiveness Rating (1-5 scale, 5 =most effective)
a. Utility Web site	X	2
b. By returning a mail-in card/bangtail	X	2
c. Checking a box on their electric bill		
d. Sign up at special events	X	1
e. By phone through the utility call center	X	1
Other (list here and rate effectiveness):		
Direct Mail		4
Email solicitation		2

10. Value-Added Products. What other value-added products or services do you provide to customers that enroll in your green power program? Check all that apply.

Value-Added Products	Check All that Apply
a. Compact fluorescents or efficiency products	
b. Recognition of business customers in program ads or local media	
c. Discounts or promotions at local businesses	
d. Newsletters that provide program updates	X
e. Tours to renewable energy project sites	X
f. Welcome Kit/Thank you letter	
g. Decals for display in store windows	
h. Education programs/school installations	X
i. Plaques, certificates or other recognition	
j. Protection from fuel cost increases	
k. Exemption from environmental fees	
l. Other (list here):	

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Utility Green Power Program Questionnaire (2007 Data)

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Please check one box in each column.		
	Marketing Costs	Administrative Costs
\$0		
\$1-\$9,999		
\$10,000-\$49,999		
\$50,000-\$99,999		
\$100,000-\$199,999		
\$200,000-\$299,999		
\$300,000-\$399,999		
\$400,000-\$499,999		
\$500,000 or more		
If you are able to provide us with actual costs, please indicate here:	\$	\$

12. Distribution of Costs.

What percentage of your green power premium was attributable to marketing and administrative costs in 2007?	%	
Are all program costs borne by program participants? Check one.	Yes	
	No	
If no, please explain		
On average, how much did you spend in 2007 to sign up each new residential customer (\$/customer)? Please include only marketing costs, not administrative costs.	\$	

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Utility Green Power Program Questionnaire (2007 Data)

13. Marketing Strategies. In the table below, please indicate which marketing strategies you used for your green power program in 2007. Check all that apply. Also, please rate the cost-effectiveness of those strategies utilized based on a scale of 1 to 5, with 5 being the most cost-effective.

Marketing Strategies	Check All That Apply	Cost Effectiveness Rating (1-5 scale, 5 =most cost effective)
a. Bill inserts		
b. Television		
c. Telemarketing	X	0
d. Direct mail	X	4
e. Radio		
f. Billboards		
g. Utility newsletter		
h. Bangtails	X	2
i. Newspaper/other print ads		
j. Publicity/feature stories (non-paid)		
k. Events/Presenting to groups		
l. Community challenges		
m. Partner with environmental organizations		
n. Retail partners (co-branding)		
o. Web-based marketing	x	1
p. Direct sales to commercial accts.		
q. Door-to-door sales to residential		
r. Kiosks		
Other (list here and rate effectiveness):		

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