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Public Service Commission

September 9, 2011

Susan D. Ritenour
Secretary and Treasurer and Regulatory Manager
Gulf Power Company
One Energy Place
Pensacola, FL 32520

STAFF'S FIRST DATA REQUEST

Re: Docket No. 110000-OT - Undocketed Filings - Demand Side Management Goals Technical Potential Study

Dear Ms. Ritenour:

By this letter, the Commission Staff requests that Gulf Power Company (Gulf or utility) provide responses to the following data request.

1. Section 366.82(3), Florida Statutes, requires that in any proceeding to develop goals for increasing conservation and demand-side renewable energy resources, as well as reducing the growth of energy consumption, the Commission shall evaluate the full technical potential of all available demand-side and supply-side conservation and efficiency measures. In the 2008 goals setting proceeding, Docket Nos. 080407-EG through 080413-EG, the seven FEECA utilities collaboratively produced a "Technical Potential Study" (Document No. 02226-09) through the consulting company ITRON. For any new goals setting proceeding:
 - a) If the Technical Potential Study, Document No. 02226-09, were to be updated, please estimate how long it would take to make the necessary updates. Please fully explain the basis for your estimate.
 - b) If a new Technical Potential Study were required, please estimate how long it would take to produce such a study. Please fully explain the basis for your estimate.

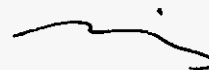
Please file the original and five copies of the requested information by September 30, 2011, with Ann Cole, Commission Clerk, Office of Commission Clerk, 2540 Shumard Oak Boulevard,

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Ms. Susan Ritenour
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Tallahassee, Florida, 32399-0850. Please feel free to call me at (850) 413-6856 if you have any questions.

Sincerely,



Larry D. Harris
Senior Attorney
Office of the General Counsel

LDH

cc: Office of Commission Clerk
Division of Regulatory Analysis (Kathy Lewis)