

# GoodCents *SELECT*

*Powered by Technology*

*Driven by Economics*

*Controlled by the  
Customer*

# GoodCents<sup>®</sup> *SELECT*

A residential advanced energy management system that gives customers control over their energy purchases by allowing them to program their central heating and cooling system, electric water heater and another appliance, typically a pool pump, to automatically respond to varying prices.

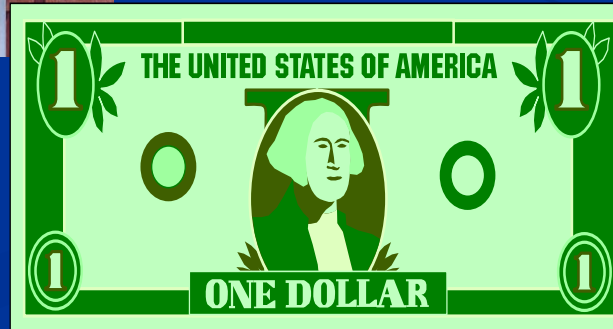
# Major Components



**SuperStat**



**Communications Gateway**



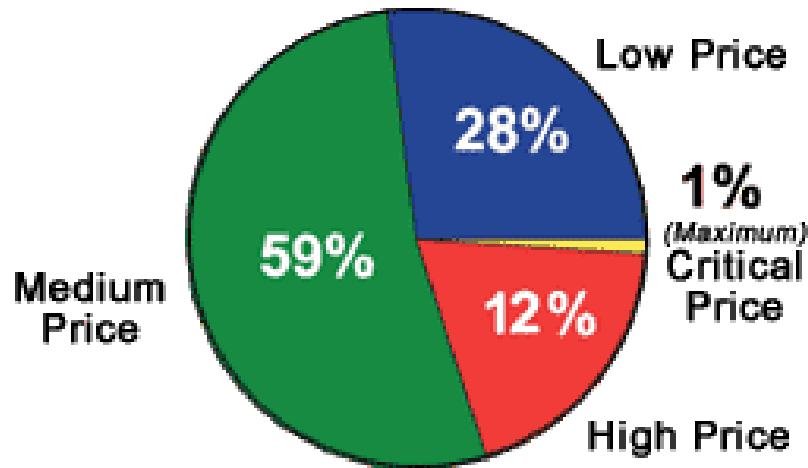
**RSVP Rate**

# RSVP Rate Structure

## GoodCents *SELECT*

Residential Service  
Variable Pricing (RSVP) Rate

Percent of Annual Hours In Effect



**GoodCents *Select***

Participation Charge

\$4.95/month

Standard Residential Rate

8.0 cents/kwh

### Price per kWh

Low	5.9 cents
Medium	7.1 cents
High	11.7 cents
Critical	32.6 cents

# Program Highlights

- 7600 Current Participants
- 96% Customer Satisfaction Rating
- <6% Churn Rate
- Ability to Install 350 per Month
- 2006 Goal – 2700 Installations

# Keys To Success

- Customer Focused in all aspects of program design
- True Partnership with Equipment Manufacturer
- Cross Functional involvement within Gulf Power Company
- FPSC Support

# The Florida PSC Invaluable Support!

- Complex Program Design
- Program impacts Retail Base Rates and Conservation Cost Recovery
- Supported our testing of a Variable Price Rate Structure
- Supported program changes that enhanced program participation

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