



GoodCents *SELECT*

... Powered by Technology

... Driven by Economics

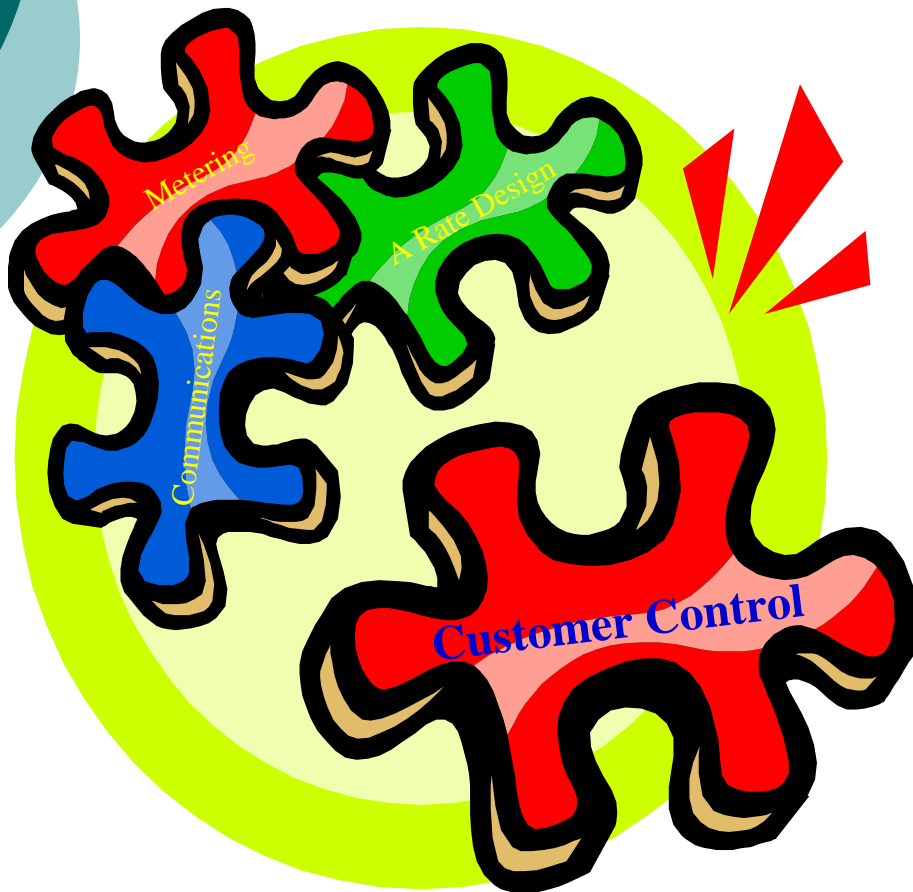
... Controlled by the Customer



Review

- What is GoodCents® *SELECT*?
- GoodCents® *SELECT* is 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.

GoodCents Select – Program Development



- The “full cost” of responding to price changes is much more than the price difference.
 - Customers must act in order to respond.
 - These actions require time and effort.
- Lowering the incremental “cost” of responding should increase the amount of price response.
- An in-home, customer-programmed, automated energy management system lowers this “cost” that customers must bear.

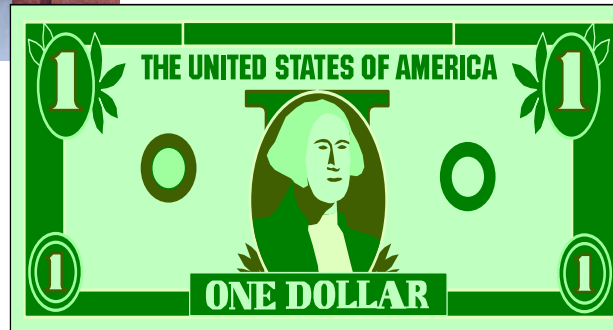
Major Components



SuperStat



Communications Gateway



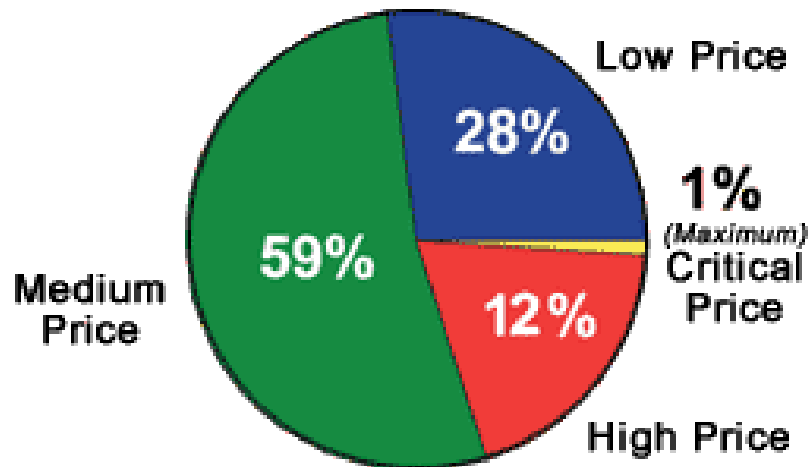
RSVP Rate

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 7.3
cents/kwh

Price per kWh*

Low	5.2 cents
Medium	6.4 cents
High	11.0 cents
Critical	31.9 cents



GoodCents Select – Program Evaluation

- GCS provides other benefits too.
 - Customer Choice Not Utility Control
 - Enhances Customer Satisfaction
 - Reduces Policing Requirements vs. Direct Load Control
 - Produces Reliable Peak Demand Reductions
 - Requires No Utility Paid Incentive
 - Customers Save by Acting and Reacting
 - Customers Unwilling to Change Will Not Participate
 - GCS is Equitable
 - Heaviest Electricity Users are the Target Market
 - Capacity Savings Benefit All Users

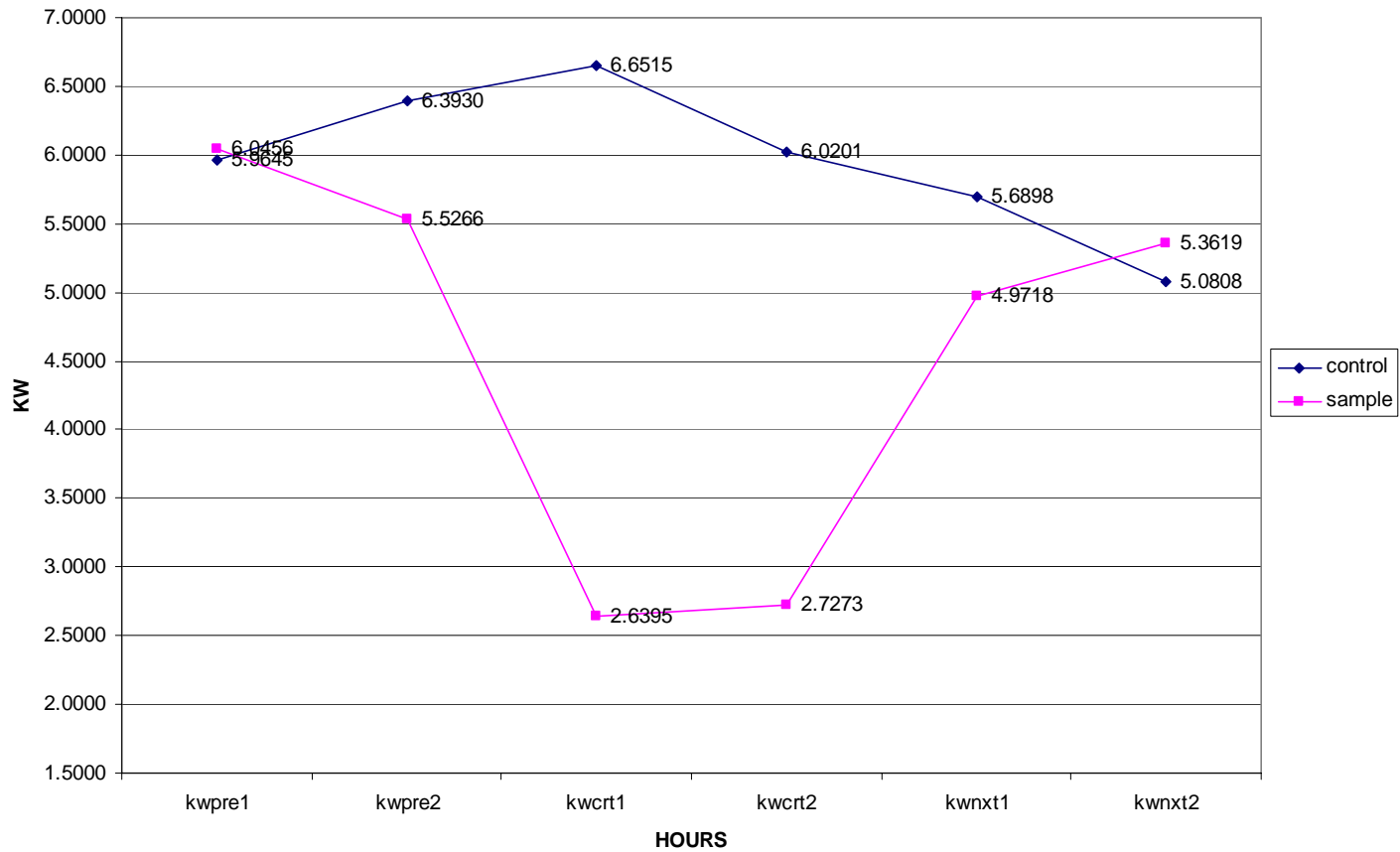


GoodCents Select – Program Evaluation

- **GCS will reduce the need for generation.**
 - **Summer Peak Load Reduction per House at Critical**
 - 2.16 kW
 - 1.94 kW
 - **Winter Peak Load Reduction per House at Critical**
 - 2.97 kW
 - 2.48 kW

Load Research Results

AVG HOURLY DEMAND ON JAN 24 AT HOUR 7 AND 8, 2003





Consumer Pricing Safeguards

- Medium Tier Default
- Gateway programmed not to exceed 87 hours of Critical Pricing Annually
- 1 hour notification prior to Critical Price being Implemented (Indicator Light on T'stat)



Program Highlights

- **6500 Current Participants**
- **96% Customer Satisfaction Rating**
- **<4% Churn Rate**
- **Ability to Install 360 per Month**
- **2005 Goal – 3750 Contracts**



The Florida PSC... Invaluable Partners!

- **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**



Contact Information

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