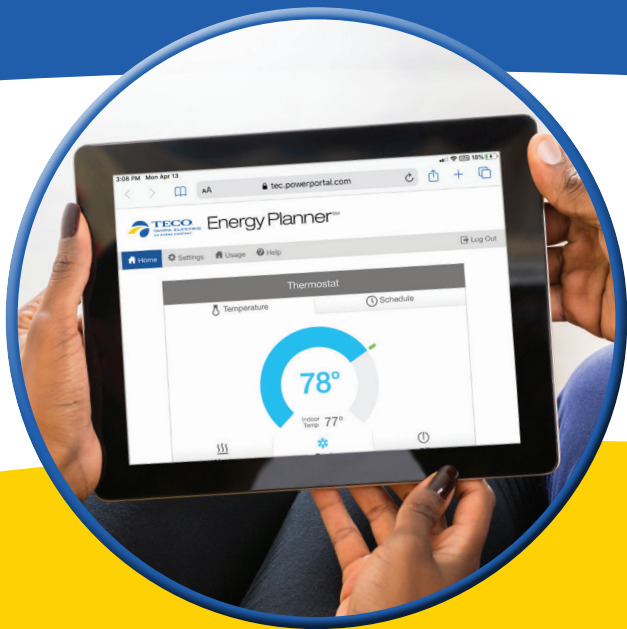


Take control of your energy and save!



IT'S EASY WITH OUR FREE
ENERGY PLANNERSM PROGRAM



Save money with Energy Planner by planning your highest energy use when demand for electricity is lowest.

How it works

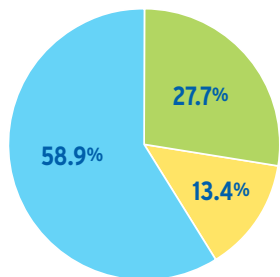
Customers who aren't enrolled in Energy Planner pay a standard residential rate for electricity. With Energy Planner, we're able to offer electricity rates that are lower than the standard rate, based on the time of day and the day of the week. You save by making simple adjustments to when you use energy most. We install programmable devices that communicate with an online portal you'll access to program your heating and cooling system, water heater and pool pump (if applicable). You'll be "rewarded" with lower rates when running those appliances - and others - during the Low and Medium price levels.

Price levels make it easy

The **LOW RATE** is available 27.7% of the time and will save you 3.618 cents/kWh.

The **MEDIUM RATE** is available for the greatest amount of time at 58.9% and is still lower than the standard rate.

The **HIGH RATE** makes up the least amount of time at 13.4%. This rate is NEVER present on weekends or holidays.



Standard Rate
12.218 cents/kWh

Energy Planner

TIERS	RATES
Low	8.600 cents/kWh
Medium	11.059 cents/kWh
High	20.497 cents/kWh

Energy Planner rates are lower **87%** of the time

*A Critical price level at 55.508 cents/kWh is activated during times of extremely high demand. This rarely occurs and will not exceed 1.5% of the total hours in a year.

Low and Medium rates are available 87 percent of the time and are **lower than the average price of 12.218 cents per kilowatt-hour (kWh) you currently pay under the standard residential rate.** With lower rates available most of the time, you have the opportunity to save on overall electricity use.

SUMMER May thru October		WINTER November thru April	
WEEKDAY		WEEKDAY	
Low	11PM - 6AM	Low	11PM - 5AM
Medium	6AM - 1PM 6PM - 11PM	Medium	5AM - 6AM 10AM - 11PM
High	1PM - 6PM	High	6AM - 10AM
WEEKENDS & HOLIDAYS		WEEKENDS & HOLIDAYS	
Low	11PM - 6AM	Low	11PM - 6AM
Medium	6AM - 11PM	Medium	6AM - 11PM
High	rate not used	High	rate not used

*Holidays include New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day

How much can you save?

You can save about a month's worth of electricity each year - like tossing out one electric bill - by making simple adjustments to the time of day you use electricity. It's that easy!

Control your energy use online

Our secure online portal makes it easy to program your thermostat, central heating and cooling system, water heater and pool pump. Whether you're at home or away, you can log into your account at TECOaccount.com to change any of your settings.

"Our Energy Planner experience has been great. We use the free online Web portal to set the optimal temperature inside our home. And knowing when lower rates are available allows us to plan and save when using our washer, dryer and dishwasher. We are saving on our electric bill and love the ability to access and adjust our settings online, even when we're away from home."

- Jeff, Tampa

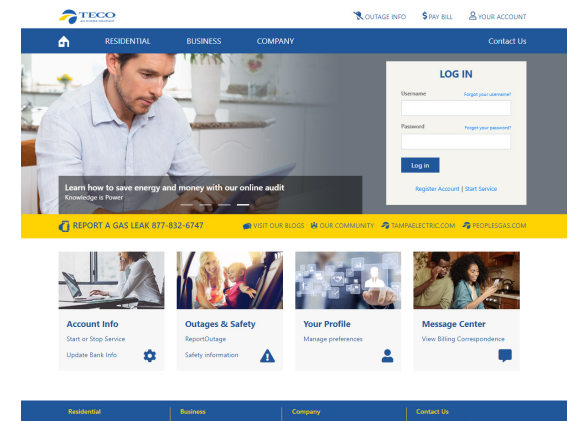
The online portal offers even more

As an added benefit, the online portal provides the following:

- A line graph that displays actual heating and cooling system runtime.
- Friendly reminders when it's time to change your cooling and heating system filter and adjust your thermostat for winter and summer price levels.
- Helpful hints and other information about energy savings.

As part of the installation, Tampa Electric will install a free programmable thermostat that you can use to override settings and adjust your heating and cooling system.

Our Energy Planner installer will show you how to program your appliances using both the online portal and the thermostat.



Here's what we'll install at your home

Installing Energy Planner at your home is easy and takes about two hours. We will install:



Control device

This will be installed near your water heater and pool pump. This device facilitates communication between the appliance and the online portal.



Programmable thermostat

The Energy Planner programmable thermostat can be used to override settings and adjust your heating and cooling system. It is important that broadband Internet service is maintained once Energy Planner is installed.

Sign up for Energy Planner today

TampaElectric.com/EP

813-275-3909

*We're ready to help you
make the most of Energy Planner!*

Energy Planner equipment requires connection to your broadband Internet router or modem.

The price of 12.218 cents per kilowatt-hour (kWh) is based on an average residential customer using 1,200 kWh per month on Tampa Electric's Residential Service (RS) two-tiered fuel and energy rate.

Holidays include: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.

