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June 24, 2015

**VIA: ELECTRONIC FILING**

Ms. Carlotta S. Stauffer  
Commission Clerk  
Florida Public Service Commission  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

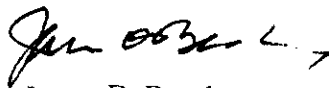
Re: Petition of Tampa Electric Company for approval of the phased closure of its  
Residential Load Management Program; FPSC Docket No. 150147-EG

Dear Ms. Stauffer:

Attached for filing in the above docket is Tampa Electric Company's Responses to Staff's  
First Data Request dated June 10, 2015.

Thank you for your assistance in connection with this matter.

Sincerely,



James D. Beasley

JDB/pp  
Attachment

cc: Don Rome (w/attachment)

**TAMPA ELECTRIC COMPANY  
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1. Page 2 of the petition indicates that the Company seeks to complete a systematic phased final closure of its Prime Time demand side management program (Prime Time). Please describe in detail the steps taken to date and the steps envisioned to complete TECO's systematic phased final closure of its Prime Time program.
  - A. Tampa Electric initiated a systematic phased closure of the Company's Prime Time program in January 2014. Prior to initiating the systematic phased closure with Prime Time participants Tampa Electric established the following:
    - Established specific team members with Energy Management Service ("EMS") to directly handle phone calls with Prime Time customers.
    - Trained these EMS team members on the reasons for the necessity to close the Prime Time program and options to offer Prime Time customers to meet that individual customer's needs.
    - Provided specific talking points to assist these EMS team members when handling phone calls.
    - Developed a customer letter that explained the reasons for closing Prime Time and offering the Energy Planner program and also provided a direct phone number to reach these EMS team members.
    - Developed door hangers to leave at a Prime Time customer's home if they were not home when the equipment was being disconnected or how to notify The Company when access could be obtained to the equipment.
    - Communicated with other affected departments about the process that would be initiated and the required expectations for customer service.
    - Established a process for trouble calls.

To initiate the process, Tampa Electric made sure that the existing processes would be effective in providing outstanding customer service to these Prime Time customers by choosing to only initiate the process with a small group of 100 customers. These customers were sent notification letters in January 2014. Thirty-days after the mailings, the Prime Time credit was ceased by internal EMS team members. After the credit ceased, the field activities were then performed by a licensed electrical contractor to disconnect the Prime Time equipment. After this first set of 100 customers was disconnected, the processes established proved that Tampa Electric had covered all of the necessary steps to efficiently and effectively conduct the process, while at the same time providing quality customer service to these Prime Time customers.

To select the number of customers and initiate program disconnection, the following is performed:

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- a. A query is run against the Customer Information System ("CIS") data to identify customer accounts that are active and receiving a load management/Prime Time credit.
- b. The query returns active customers names, premise address, city, state and zip code, mailing address, city, state, zip code, account status (active), account number and current incentive amount.
- c. The query results are sorted geographically to allow for technicians in the field to work efficiently.
- d. The desired quantity of customers is selected within a geographic region.
  - After the process was applied to the initial 100 customers and deemed effective, the Company sent out subsequent mailers to coordinated groups that increased in size to 200, 300, 500, 700 and finally 800. The frequency also increased from monthly to two times per month. Through engaged monitoring of the project, Tampa Electric was able to provide exceptional customer service by assisting customers with their questions and concerns on the calls received, even with this increased volume.
- e. A file is created for use as a mail merge and contains customer names and mailing addresses.
- f. The customer letters are mailed and the date is noted.
- g. Many Prime Time customers that received the letter call into the designated number with questions about the program. During these calls, the reasons for the program closure are explained and the EMS team member offers the Energy Planner program. The EMS team member will also recommend Tampa Electric's other Demand Side Management ("DSM") programs, including energy audits.
- h. Thirty-days after the customer letter is mailed, the customer's Prime Time credit is ceased.
- i. Once the credit ceases, a work order is generated to Tampa Electric's licensed contractor to de-energize and disconnect the equipment at the customer's premise.
- j. If the equipment cannot be accessed, a door hanger is left at the premise and the contractor will contact the customer via the phone number on record.
- k. Once contact has been achieved with the customer, an appointment is set with the customer and the disconnection work is completed at no expense to the customer.

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Tampa Electric envisions completing the systematic phased final closure of the Prime Time program by the end of 2016 through the use of the processes described above.

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2. Page 2 of the petition indicates that the program has been closed to new business since 2005. Please complete the table below summarizing the total number of participants in the program since 2005 and the associated demand savings. Also, please confirm the number of customers removed from the program by TECO in 2014.

	<b>No. of Participants</b>	<b>Summer kW Savings</b>	<b>Winter kW Savings</b>
<b>2005</b>			
<b>2006</b>			
<b>2007</b>			
<b>2008</b>			
<b>2009</b>			
<b>2010</b>			
<b>2011</b>			
<b>2012</b>			
<b>2013</b>			
<b>2014</b>			

- A. The table below shows the number of participants that were on Tampa Electric's Prime Time program at the start of each year since 2005 and the associated summer and winter kW savings. Please note Tampa Electric has not evaluated a new demand and energy analysis on the Prime Time program since the program has been closed to new participants. Because the program has no new participants, there has not been any incremental demand or energy savings recognized or documented from this program toward achieving the Commission's DSM goals for Tampa Electric.

In 2014, Tampa Electric's Prime Time customer population was reduced by 11,202 customers. This number includes general attrition and the attrition as a result of the systematic phased closure of the Prime Time program. Of those, approximately 8,700 customers were removed due to the systematic phased closure activities.

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	<b>No. of Participants</b>	<b>Summer kW Savings</b>	<b>Winter kW Savings</b>
<b>2005</b>	62,510	53,383.54	93,452.45
<b>2006</b>	57,029	48,702.77	85,258.36
<b>2007</b>	53,555	45,735.97	80,064.73
<b>2008</b>	50,683	43,283.28	75,771.09
<b>2009</b>	48,080	41,060.32	71,879.60
<b>2010</b>	45,429	38,796.37	67,916.36
<b>2011</b>	42,892	36,629.77	64,123.54
<b>2012</b>	40,365	34,471.71	60,345.68
<b>2013</b>	37,482	32,009.63	56,035.59
<b>2014</b>	26,280	22,443.12	39,288.60

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3. Please complete the table below summarizing the program costs associated with TECO's Prime Time program.

	<b>Total Program Cost Recovered Through the ECCR (\$)</b>	<b>Program Credits / Incentives (which are part of Total Program Costs) (\$)</b>
<b>2005</b>		
<b>2006</b>		
<b>2007</b>		
<b>2008</b>		
<b>2009</b>		
<b>2010</b>		
<b>2011</b>		
<b>2012</b>		
<b>2013</b>		
<b>2014</b>		
<b>2015</b>		

A. The table on the following page summarizes the program total costs and credits associated with Tampa Electric's Prime Time program from 2005 through May 31, 2015.

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	Total Program Cost Recovered Through the ECCR (\$)	Program Credits / Incentives (which are part of Total Program Costs) (\$)
<b>2005</b>	\$10,229,130	\$7,944,559
<b>2006</b>	\$8,731,897	\$7,083,980
<b>2007</b>	\$7,755,820	\$6,552,461
<b>2008</b>	\$6,943,893	\$6,105,025
<b>2009</b>	\$6,324,692	\$5,832,245
<b>2010</b>	\$6,066,704	\$5,621,969
<b>2011</b>	\$5,620,103	\$5,177,738
<b>2012</b>	\$5,163,787	\$4,827,937
<b>2013</b>	\$5,279,392	\$4,560,036
<b>2014</b>	\$5,122,692	\$3,955,955
<b>2015 <sup>(1)</sup></b>	\$1,680,345	\$1,188,357

**Note 1: 2015 costs and credits are year-to-date as of May 31, 2015.**



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4. Page 2 of the petition identifies the obsolescence of hardware and software to administer the program as a reason to close the program, in addition to the program not being cost-effective. Please list the obsolete hardware and software described in the petition. Please include a brief description of how the hardware and software was used.
  
- A. The following hardware and software with the associated description is below:

**Prime Time Load Management Radio Receivers:** These radio receivers are installed at customer homes to receive radio signals and will coordinate the turning off and/or cycling of participating customer's appliances (central heat and air conditioning systems, electric water heaters and pool pumps) during control events. The one-way communication equipment that is utilized was developed in the early 1990's based upon the infrastructure design of the 1970's. The installation of these radio receivers was performed by licensed participating electrical contractors. As radio receiver failures occur, Tampa Electric does not have any indication that the receiver has failed without the customer notifying the Company.

Radio receiver purchases were cancelled in 2005 when the program was closed to new participants. In 2005, existing inventory, purchased to support new installations, and shipments that were already in-route from the manufacturer were retained in Tampa Electric warehouses for maintenance to support equipment failures for the existing customers. Based upon the cancelling of purchases in 2005, the manufacturing agreement with the vendor expired without renewal and Tampa Electric exhausted the radio receiver replacement inventory in 2012. Given the age of the equipment and components required to manufacture the radio receivers to be compatible with the existing infrastructure and communication protocols coupled with technological advancements, manufacturing new replacement radio receivers is not a viable option.

**Load Management Software System:** Grid Operations Energy System Operators implement control events based on tariff guidelines utilizing a Load Management Software System. When a control event is implemented, signals are sent to Tampa Electric's transmitters, then via Tampa Electric's paging system to the radio receivers in the field. The hardware and software utilized to support the Prime Time program was manufactured and developed by a sole provider/vendor along with any patents and ownership of the software code, limiting Tampa Electric's ability to modify it in any way. The software is designed to communicate with antiquated technology via

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transmitters and the Company's paging system, which is also aging. A software support services agreement no longer exists with the vendor and if the software system fails, Tampa Electric's ability to make the necessary programming changes to recover the program is very limited.

**Palm Pilots:** Tampa Electric's Load Management Analysts utilized Palm Pilots with a vendor designed interface and software to interrogate the radio receivers in the field to verify the required program was properly installed to enable the correct appliances to be controlled during load control events. The devices have all failed so the Analysts can no longer interrogate the radio receivers to determine whether the correct programming is installed.

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- 5.** Page 2 of the petition identifies the unavailability of replacement parts as a reason to close the program, in addition to the program not being cost-effective. Please list the replacement parts that are no longer available. Please include a brief description of how each replacement part was used.
  
- A.** Please see response to question 4 this set.

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- 6.** Page 2 of the petition indicates that the last time Prime Time participants were called upon to interrupt usage was on June 17, 2013. Please describe the event(s) that led to the interruptions that occurred on June 17, 2013. What was the demand reduction, in megawatts, realized from the described interruptions?
- A.** The events that led up to the interruption that occurred on June 17, 2013 were as follows. Tampa Electric's service territory was experiencing a high temperature of 92 degrees. Two fossil fuel units making up 820 MW of capacity were on forced outage. By late afternoon, Tampa Electric had deficient import capability. At 3:57 PM, Polk unit #1 tripped 200 MW of capacity off-line, causing the forced utilization of Tampa Electric's load management and demand response programs. The Prime Time program provided 43 MW of demand reduction during the interruption. The peak load at the time of the implementation was 3,964 MW.

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7. Please provide a table listing the dates of interruptions since 2005.

A. The table below lists the number of Prime Time program interruptions that have been initiated by Tampa Electric since 2005. The dates for each interruption are included in the table further below.

Prime Time – Usage Year	Number of Controls in Year
2005	32
2006	26
2007	8
2008	14
2009	9
2010	2
2011	0
2012	0
2013	1
2014	0

Prime Time – Usage Year	Dates of Controls in Year
2005	February 15
	March 4
	April 29
	May 23
	May 30
	June 9
	June 17
	June 19
	June 27
	July 5 <sup>(1)</sup>
	July 6
	July 7
	July 20
	July 22
	July 23
	July 27
	August 6
	August 11
	August 19
	August 29
August 30	

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	September 2
	September 10
	September 18
	September 28
	September 29
	September 30
	October 2
	October 20
	November 16
	December 21
2006	January 31
	February 1
	February 3
	March 10
	March 14
	March 23
	April 17
	April 21
	April 27
	May 5
	May 24
	June 6
	June 22
	July 6
	July 20
	July 29
	August 14
	August 17
	August 24
	September 7
	September 27
	October 15
	October 19 <sup>(2)</sup>
	October 22 <sup>(3)</sup>
2007	January 12
	May 31
	July 1
	August 6
	August 11
	August 20
	August 25

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	December 16
2008	February 15
	February 18
	February 26
	March 7
	May 19
	June 17
	July 10
	July 29
	August 21
	August 28
	September 29
	September 30
	October 10
	December 7
2009	April 1
	June 9
	June 15
	June 20
	June 22
	September 7
	November 4
	November 17
	November 22
2010	September 23
	December 18
2011	No control dates
2012	No control dates
2013	June 17
2014	No control dates

Note 1: two interruptions happened on July 5, 2005

Note 2: two interruptions happened on October 19, 2006

Note 3: two interruptions happened on October 22, 2006

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8. Page 3 of the petition indicates that the Commission, in a 2005 Order, observed that Prime Time was no longer cost-effective. Please provide the results of TECO's most recent benefit-cost analysis for the Prime Time program. Please provide this information under the rate impact measure test, the total resource cost test, and the participants test.
- A. The most recent cost-effectiveness test was performed in May 2015 as part of preparations for filing the petition for approval of the phased closure of Prime Time. The cost-effectiveness run utilized the same assumptions used in the most recent DSM goals and subsequent DSM plan filings. The results of the cost-effectiveness test are contained in the table below:

Test	Cost-Effectiveness Value
Rate Impact Measure Test ("RIM")	0.46
Total Resource Cost Test ("TRC")	0.96
Participants Cost Test ("PCT")	3.01

It is also important to note that if credits are set to zero (i.e.–no credit is paid), the Prime Time program is still not cost-effective with a resulting RIM value of 0.96.



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9. Since the Prime Time program was closed to new customers and through the proposed termination of the program in 2016, what rate schedule has and will be applicable for customers in the program?
- A. The Prime Time program was closed to new customers in 2005. Since that time, the credits for the program have been the same and are contained in the table below. Tampa Electric does not propose changing the credit amounts prior to the proposed termination of the program.

Device Controlled	Applicability	Credit
Water Heating	Year-round	\$4.00
Central Air Conditioning – Cyclic	April-October	\$6.00
Central Air Conditioning - Continuous	April-October	\$12.00
Central Heating	November-March	\$12.00
Swimming Pool Pump	Year-round	\$3.00

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**10.** Page 4 of the petition indicates that beginning in January 2014, TECO offered Prime Time customers an alternative (Energy Planner) to the program. How many Prime Time customers that were offered the alternative program accepted it?

**A.** Tampa Electric initiated the disconnection of approximately 15,000 customers from the Prime Time program as part of the systematic phased disconnection process. All of these customers received a letter offering the Energy Planner program as an alternative to the Prime Time program. Many of these Prime Time customers called Tampa Electric's EMS team and were again offered the Energy Planner program as well as all of Tampa Electric's other DSM programs for residential customers. Tampa Electric uses different databases to support the Energy Planner and Prime Time programs. The Prime Time database was designed in the 1990's and the ability to perform data analytics is extremely limited. Because of this limited ability to run analytics, the number of customers that were offered and accepted the Energy Planner program cannot be accurately obtained. A project is underway to replace the Tampa Electric's current CIS system which will provide this data analytic ability.

However, when customers execute the tariff agreement to sign up for Energy Planner, they are prompted to answer a question from a drop down menu that asks, "How did you hear about Energy Planner? ", which allows the Company to track marketing results. The Company believes that many Prime Time customers select "letter or postcard" because it is part of the systematic process rather than selecting "previous Prime Time customer". The table below provides the responses that were received between January 1, 2015 and June 15, 2015.

<b>Reason for "How did you hear about Energy Planner?"</b>	<b>Number of Responses</b>
Email, newsletter from Tampa Electric	578
Friend, neighbor or relative	271
From and energy audit	151
High bill call	58
Letter or post card in the mail	815
Previous Prime Time customer	58
Trade show or event	13
TV/radio/newspaper	66

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11. What are the differences between the Prime Time program and the Energy Planner program? Please compare intent of the programs; necessary equipment similarities and differences, as well as purchase and installation costs; cost-effectiveness measures; number of participants; total program costs for each of the last 5 years; and net program benefits for each of the last 5 years.

A. Prime Time is a direct load control program that utilizes an infrastructure that was designed in the 1970's. Prime Time utilizes radio towers to broadcast a signal which communicates with radio control boxes (load management radio receivers) that are mounted outside a participating customer's home. The radio control box is wired directly to relay control boxes to control the devices selected by the customer to interrupt power during an event. It is important to note that Prime Time is only used upon a signal being sent by the System Operators when there is an event requiring the need to immediately shed load off of the system.

Energy Planner is a price responsive load management program. Energy Planner operates through the use of the internet, a gateway connected to a customer's router, a special meter embedded with ZigBee communication, wireless control switches, a smart wireless thermostat and an interactive web portal. The customer sets the schedules of the devices controlled or adjusted through the interactive web portal. Once selected, tiered rates are applied to the customer and based upon the rate in effect at that time, the schedules set by the customer will be executed by the gateway which wirelessly communicates to the switches and smart thermostat. The meter records the associated energy consumption and the current rate. At the end of the billing period, the meter sends its meter reading along with the associated rate data to the gateway where this info is sent to a special server via the internet to produce a bill. To take full advantage of Energy Planner requires the customer to take an active role in their energy usage reacting to the tiered rates being reflected to the customer.

The equipment necessary for Prime Time and Energy Planner is completely different and there are no similarities other than each program being DSM programs that save annual energy and summer and winter kW.

The intent of both programs was the same. Provide a cost-effective DSM program that will assist Tampa Electric in achieving its annual and cumulative DSM goals as approved by the Commission. The Prime Time program has been not cost-effective since 2005 and the Energy Planner program has been

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cost-effective. The table below shows the recent cost-effectiveness values for the two programs.

Test	Prime Time Cost-Effectiveness Values	Energy Planner Cost-Effectiveness Values
Rate Impact Measure Test ("RIM")	0.46	4.08
Total Resource Cost Test ("TRC")	0.96	4.96
Participants Cost Test ("PCT")	3.01	3,470.59

The table below shows the remaining differences between the two programs as requested:

	Prime Time	Energy Planner
Installation cost	\$722	\$546
Estimated life	12 years	25 years

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Recurring admin cost per participant	\$5	\$15
Summer kW savings	0.854	2.012
Winter kW savings	1.495	3.134
Annual Energy savings	0.0	242
Participants: as of Dec 31, 2014	26,280	3,196
2014 total program costs	\$5,122,692	\$3,626,625
2013 total program costs	\$5,279,392	\$2,861,507
2012 total program costs	\$5,163,787	\$3,561,102
2011 total program costs	\$5,620,103	\$3,020,606

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2010 total program costs	\$6,066,704	\$2,445,277
Cumulative discounted net benefits 2034	N/A	\$1,242 <sup>(1)</sup>
Cumulative discounted net benefits 2030	-\$1,380 <sup>(2)</sup>	\$876 <sup>(1)</sup>
2014 Net Benefits	\$28 <sup>(2)</sup>	\$624 <sup>(1)</sup>
2013 Net Benefits	\$35 <sup>(2)</sup>	\$549 <sup>(1)</sup>
2012 Net Benefits	\$43 <sup>(2)</sup>	\$569 <sup>(1)</sup>
2011 Net Benefits	\$52 <sup>(2)</sup>	-\$2,263 <sup>(1)</sup>
2010 Net Benefits	\$61 <sup>(2)</sup>	-\$1,802 <sup>(1)</sup>

Note 1: Energy Planner net and cumulative benefits to all customers are provided based upon the RIM test within Tampa Electric's 2010-2019 DSM plan.

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Note 2: Prime Time net and cumulative benefits to all customers are provided based upon the RIM test within Tampa Electric's 2005-2014 DSM Plan.

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- 12.** Page 3 of the petition states that a field reliability study indicated that Prime Time was experiencing a control capability failure rate of 35%. Please describe the control failures experienced. Please describe how the experienced failures would impact the effectiveness (to reduce load) of the program.
- A.** Tampa Electric conducted a field study in June 2012 to determine the load control capability of the Prime Time program. Tampa Electric's Load Management Analysts performed field verifications and inspections on 453 radio receivers beginning June 4, 2012 and concluding on June 15, 2012. The table below summarizes the findings:

<b>2012 Field Study Results</b>		
Passed field test	294 radio receivers	65%
Failed field test	159 radio receivers	35%

Failure reasons documented include blown fuses, radio receiver failure or load management device is bypassed (i.e.–the control wires going from the radio receiver to the appliance were cut or damaged). The Company determined that the results were statistically accurate and the sample was representative of the current population of Prime Time control equipment deployed. The results of the field study revealed the impact to the overall system would be a system that will perform 35 percent less than expected, despite the credits that were being paid to participants.



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13. Page 4 of the petition indicates that TECO proposes to complete final closure to existing Prime Time customers by July 2016. Please complete the table below summarizing the estimated number of participants that would remain in the program in 2015 and 2016 and the demand savings potential associated with those participants. Also, please confirm the number of customers removed to date by TECO in 2015.

	<b>No. of Participants</b>	<b>Summer kW Savings</b>	<b>Winter kW Savings</b>
<b>2015</b>			
<b>2016</b>			

- A. In 2015, Tampa Electric disconnected 6,300 Prime Time customers through the systematic phased closure process until the process was suspended. As of June 1, 2015, there were 19,825 customers remaining on the Prime Time program. Although the activities have been suspended with the systematic phased closure process, there will continue to be some decline as a result of general attrition. Upon approval by the Commission, communications (letters) and disconnection activity would resume. Tampa Electric expects general attrition between now and November 2015, based on the current case schedule for this docket to be approximately 800 customers. If approved, Tampa Electric will increase activities to retire all Prime Time customers by July 1, 2016. The table below shows the end of the quarter projected customer counts to enable phased closure process date of July 1, 2016.

	<b>No. of Participants</b>	<b>Summer kW Savings <sup>(1)</sup></b>	<b>Winter kW Savings <sup>(1)</sup></b>
<b>September 30, 2015</b>	18,645	15,923	27,874
<b>December 31, 2015</b>	14,000	11,956	20,930
<b>March 31, 2016</b>	7,000	5,978	10,465
<b>June 30, 2016</b>	0	0.0	0.0

Note 1: Summer and winter kW savings is the projected kW reduction available if the Prime Time program was called upon to reduce load during a control event. These amounts do not contribute to Tampa Electric's annual or cumulative achievements toward the Commissions approved DSM goals.

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14. Please state the average credit given to Prime Time participants each year for the period 2005 through 2014.

A. The table below shows the average annual credit given to Tampa Electric's Prime Time participants each year for the period 2005 through 2014:

<b>Prime Time Usage Year</b>	<b>Annual Total Credit</b>	<b>Average Participants</b>	<b>Average Annual Credit per Participant</b>
2004	\$8,477,048	72,139	\$117.51
2005	\$7,944,559	66,661	\$119.18
2006	\$7,083,980	59,296	\$119.47
2007	\$6,552,461	55,048	\$119.03
2008	\$6,105,025	51,937	\$117.55
2009	\$5,832,245	49,222	\$118.49
2010	\$5,621,969	46,614	\$120.61
2011	\$5,177,738	44,056	\$117.53
2012	\$4,827,937	41,502	\$116.33
2013	\$4,560,036	38,880	\$117.28
2014	\$3,955,955	32,960	\$120.02

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15. Please provide a narrative and/or a table indicating how many devices Prime Time participants typically choose to allow TECO to interrupt.
- A. Tampa Electric's Prime Time database was designed in the 1990's and the ability to perform data analytics is extremely limited. Although the ability to query the database to indicate how many devices Prime Time participants typically select to be controlled under the program cannot be performed, the table below provides the number of current participants and the number of active appliances controlled on the program.

<b>Appliances Controlled within Program</b>	<b>No. of Appliances Controlled</b>
Central Air Conditioning-Cyclic	8,956
Central Air Conditioning-Continuous control	4,736
Water heating	17,848
Central Heating	13,934
Swimming Pool Pump	3,420
Total appliances controlled as of June 1, 2015	48,894
Total Participants as of June 1, 2015	19,825

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16. Please provide an estimate of the percentage of current Prime Time customers for whom conversion to the Energy Planner program would not result in lower rates. For those customers, please show the difference in the 1,000 kWh bill between the Prime Time program and the Energy Planner program. Also, please show a comparison of these two bills with the 1,000 kWh bill for customers under the standard residential tariff rates. (For Prime Time, assume the 2014 average credit shown in response to Question 14 above.)

A. Tampa Electric's Energy Planner program is different than the Prime Time program. The Prime Time program offers credits to customers based upon that individual customers offering of appliances to be controlled. The following table shows the monthly credit amount for the device controlled:

<b>Appliance Controlled</b>	<b>Applicability</b>	<b>Credit</b>
Water Heating	Year-round	\$4.00
Central Air Conditioning–Cyclic	April-October	\$6.00
Central Air Conditioning-Continuous	April-October	\$12.00
Central Heating	November-March	\$12.00
Swimming Pool Pump	Year-round	\$3.00

The Energy Planner program does not provide credits. Energy Planner is a time differentiated critical peak pricing program that offers lower rates 87 percent of the time during off-peak hours and provides a pricing regime which offers the opportunity for a customer, by altering the homes energy usage to the designated off-peak periods, to save money by using energy when the price imposed by Energy Planner is lower. In addition, through the use of a programmable thermostat and control devices on certain customer's energy using equipment. The selected equipment can be scheduled to avoid operation when the price of energy is higher during on-peak periods or during the limited critical peak pricing signals sent at time of generation shortfalls of Tampa Electric.

In the 2015-2024 DSM plan development, a study was conducted of Energy Planner participants against non-participants and it was determined that the average Energy Planner participant saves approximately \$51 in annual energy costs, whereas the average annual credit for Prime Time participants in 2014 was \$120.03.

Tampa Electric's estimates that approximately 25 percent of Prime Time customers have selected control of only their water heater or pool pump. In

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both of these selections, the switch to Energy Planner on average should result in cost savings when examining the bottom line amount on the electric bill. It is important to note that when the Energy Planner RSVP-1 rates are developed and approved by the Commission each year as part of the ECCR Docket, the rates are developed so that if a customer signs up for Energy Planner and does nothing to adjust the timing or amount of their energy usage. It will result in similar bill amounts as shown below.

<b>1000 kWh bill for an average residential customer not participating in either Prime Time or Energy Planner</b>	<b>1000 kWh bill for an average residential customer participating in Prime Time</b>	<b>1000 kWh bill for an average residential customer participating in Energy Planner</b>
\$108.47	\$98.22	\$104.22

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- 17.** Please describe the general circumstances under which current Prime Time customers would not realize a reduction in rates upon conversion to Energy Planner.
- A.** Tampa Electric's Energy Planner RSVP-1 rates are developed and approved by the Commission each year as part of the ECCR Docket. The rates are developed so that if a customer signs up for Energy Planner and does nothing to adjust the timing or amount of the homes energy usage, it will result in a bill that is indifferent to being on the program as compared to not being on the program. The appliances selected for control under the Prime Time program and the customer's energy usage changes will influence if there is an overall reduction in the customer's utility bill. Energy Planner rates are lower than the residential approved rates approximately 87 percent of the time. Therefore, if the customer switches the homes energy usage to times when the low or medium tier RSVP-1 rates are in effect, the customer can lower the overall utility bill.

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- 18.** Please provide a detailed description of TECO's public communications efforts to reach out to Prime Time customers regarding the phasing out of the Prime Time program.
- A.** Tampa Electric utilized the following methods of public communication to reach out to Prime Time customers.
- Tampa Electric developed a letter to be sent to Prime Time customers along with a brochure for the Energy Planner program.
  - Tampa Electric developed a door hanger to communicate to the Prime Time customer of work that needs to be completed. A copy of this door hanger is attached.
  - Tampa Electric utilized trained EMS team members to be available to Prime Time customers that received the letter to explain the reasons for the closure of the program and to offer the Energy Planner program as well as Tampa Electric's other DSM programs
  - Tampa Electric trained and briefed other affected departments on the reasons for the closure to enable the team members to speak to the customer when interactions occur in the field.

Copies of the Prime Time disconnect letter, Energy Planner brochure and Prime Time door hanger are on the following pages.



<<Date>>

Dear <<Customer Name>>:

This is an important message regarding the Prime Time equipment installed at your residence. Unfortunately, the equipment has become obsolete and is no longer cost-effective to maintain. As a result, the program will be permanently closed and Prime Time credits to your account will end effective <<Date>>.

**We offer an alternative to Prime Time that can help you save even more.**

Because we know Prime Time has been important to you, we've focused on a new and better solution to help you save energy, called **Energy Planner<sup>SM</sup>**.

**Energy Planner offers several benefits, including:**

- **Lower rates** that can help you save even more. In fact, lower rates are available 87% of the time.
- Unlike Prime Time, Energy Planner **puts you in control** of your energy savings. You decide your electric usage by time of day to take advantage of lower rates.
- A **secure Web portal** that lets you program your thermostat and appliances while at home or on the go.

Energy Planner is **free** and requires connection to your broadband router or modem. As part of the Energy Planner installation, a Tampa Electric analyst will show you how to program your appliances to maximize savings.

**Signing up for Energy Planner is easy! Call 813-275-3909 (choose option 3)** on weekdays from 8 a.m. to 4 p.m. or visit **TampaElectric.com/EnergyPlanner** to sign up online.

Thank you for providing us the opportunity to serve your energy needs.

Sincerely,

A handwritten signature in cursive script that reads "Drema Hughes".

Drema Hughes  
Program Manager



**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:

**Communications gateway** – This small communications device plugs into your existing broadband Internet router or modem and transmits your electric usage data back to Tampa Electric to ensure accurate billing. The communications gateway also facilitates communications among your central heating and cooling system, water heater, pool pump and your programmable thermostat. The gateway must remain plugged into your router or modem.



**Digital control device** – Located inside a small gray box, a digital control device will be installed near your water heater and pool pump. This device facilitates communication between the appliance, Web portal, programmable thermostat and other Energy Planner equipment.



**Programmable thermostat** – Our Energy Planner thermostat can be used to override settings and adjust your heating and cooling system.



**Sign up for Energy Planner today!**

You can sign up at [tampaelectric.com/energyplanner](http://tampaelectric.com/energyplanner) or call **813-275-3909** on weekdays from 8 a.m. to 4 p.m.

# Energy Planner<sup>SM</sup>



1. Energy Planner equipment requires connection to your broadband Internet router or modem. This allows communication between your appliances, the thermostat and Tampa Electric's Energy Planner computer equipment. It is necessary that broadband Internet service is maintained once Energy Planner is installed.
2. The price of 9.410 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.
3. Holidays include: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.

Take control of your comfort and energy savings – even when you're away from home



This paper contains post-consumer recycled fiber and is SFI and FSC certified.

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STAFF'S FIRST DATA REQUEST  
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# Energy Planner offers low rates for electricity



A growing number of customers are taking advantage of lower rates for electricity. There's a good chance you have a friend or neighbor paying less right now.

How are they able to pay less? Easy – they discovered Tampa Electric's free Energy Planner program.

Available to residential customers who subscribe to a broadband Internet service<sup>1</sup>, Energy Planner offers lower rates for electricity most of the day and throughout the entire weekend. In fact, Energy Planner lets you take advantage of lower rates 87 percent of the time.

## More about lower rates

The rate you pay for electricity is determined by the Energy Planner level that is active at the time you're using electricity. The levels (Low, Medium, High and Critical) vary based on the time of day and the day of the week.

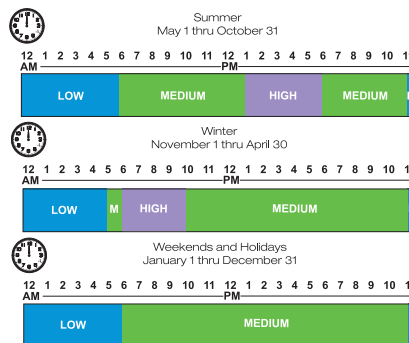
Based on Florida Public Service Commission-approved rates as of January 1, 2015

Energy Planner Level	Energy Planner Rate
Low	7.112 c / kWh
Medium	8.780 c / kWh
High	16.977 c / kWh
Critical	41.706 c / kWh

The Low and Medium rates are available 87 percent of the time and are lower than the average price of 9.410 cents<sup>2</sup> 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.

The Critical rate can become active at any time and reflects the increased cost of providing electricity during times of extremely high demand. The critical rate cannot exceed 1.5 percent of the total hours in a year. You can maximize savings by programming your major appliances to automatically shut off if the Critical rate becomes active.

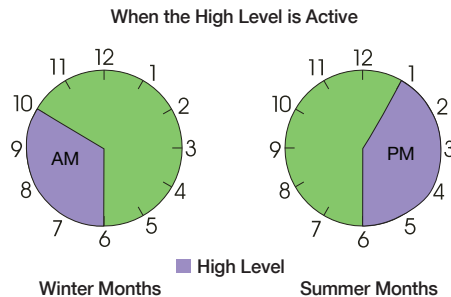
You will know when the levels are active based on the following timelines:



## How you can save with Energy Planner

You can maximize savings when you avoid using electricity during the short period of time when the High level is active. The High level is never active on weekends and holidays<sup>3</sup>, and is active for no more than five hours each weekday throughout the entire year.

Making simple adjustments to when you use electricity, and shifting your usage to the time of day when the Low or Medium levels are active, will help reduce your electric bill.



## Control your energy use online

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



Are you arriving home earlier than expected? No problem! Simply log into the Web portal and adjust your heating or cooling to get your home to the comfort level you want.

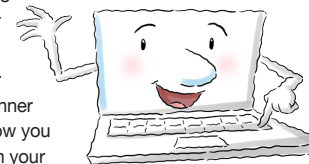
## The Web portal offers even more...

As an added benefit, the Web 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 Web portal and the thermostat.





## Prime Time program Equipment disconnect

Date: \_\_\_\_\_

### **Sorry we missed you today.**

A Tampa Electric technician has responded to your request to inspect the Prime Time equipment at your residence.

Unfortunately, due to the age of the equipment and lack of replacement parts, Tampa Electric implemented a plan in early 2014 to permanently close the Prime Time program. The decision to close the program is in accordance with a 2005 order from the Florida Public Service Commission to stop providing a Prime Time credit once the equipment fails or becomes obsolete.

In keeping with this order, the technician permanently disconnected the Prime Time equipment at your residence.

**We offer an alternative to  
Prime Time that can help  
you save even more!**

Turn over to  
learn more



Sign up for our **FREE**  
**Energy Planner**<sup>SM</sup> program  
and continue saving on  
electricity costs.

- Energy Planner offers **lower rates** that can help you save even more. In fact, lower rates are available 87% of the time.
- Unlike Prime Time, Energy Planner **puts you in control** of your energy savings. You decide your electric usage by time of day to take advantage of lower rates.
- Program your thermostat and appliances as you wish – all through a **secure Web portal**.

**Sign up for Energy Planner today.**

**Call 813-275-3909** on weekdays from 8 a.m. to 4 p.m. to schedule an appointment that's convenient for you.

Visit [tampaelectric.com/energyplanner](http://tampaelectric.com/energyplanner)  
to learn more.



The power to save you money.<sup>SM</sup>

*Energy Planner requires connection to your broadband router or modem.*

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