



May 8, 2026

VIA: ELECTRONIC FILING

Mr. Adam Teitzman
Commission Clerk
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0850

Re: Tampa Electric Company's 2025 DSM Annual Report
Undocketed – 20260000-OT

Dear Mr. Teitzman:

Attached for filing in the above docket is Tampa Electric Company's responses to Staff's First Data Request (Nos. 1-12), propounded on April 15, 2026.

Thank you for your assistance in connection with this matter.

Sincerely,

A handwritten signature in blue ink that reads 'Malcolm N. Means'.

Malcolm N. Means

MNM/bml
Attachment

cc: TECO Regulatory Department
Rob Johnson, TECO
Michael Barrett, FPSC
discovery-gel@psc.state.fl.us

**TAMPA ELECTRIC COMPANY
2025 DSM ANNUAL REPORT
STAFF'S FIRST DATA REQUEST
REQUEST NO. 1
BATES PAGE(S): 1
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1. Please refer to Page 13 of TECO's 2026 Report, where the utility shows that 4,464 residential walk-thru audits were conducted in 2025, which is over 1,500 more than were conducted in 2024 (when 2,865 audits of this type were conducted). In TECO's view, why did the year-over-year enrollments increase?

ANSWER:

The increase in the number of residential walk-through audits from 2024 to 2025 can likely be attributed to the following:

- Tampa Electric customers experienced higher electric bills in 2025 which resulted in increased customer interest in the residential walk-through audit.
- Warmer than average weather conditions in 2025 contributed to increased energy consumption. Average temperatures across the region were higher in 2025 compared to 2024, resulting in greater cooling demand. Cooling Degree Days increased from 4,064.1 in 2024 to 4,156.4 in 2025. Additionally, Tampa Electric's service territory recorded a temperature of 100 degrees Fahrenheit in 2025, marking the first occurrence of this level of heat on record.

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2025 DSM ANNUAL REPORT
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REQUEST NO. 2
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2. Please refer to Page 13 of TECO's 2026 Report, where the utility shows that 67,177 residential online audits were conducted in 2025, which is over 14,300 more than were conducted in 2024 (when 52,794 audits of this type were conducted). In TECO's view, why did the year-over-year enrollments increase?

ANSWER:

Please see Tampa Electric's response to Staff's First Data Request No. 1, above.

**TAMPA ELECTRIC COMPANY
2025 DSM ANNUAL REPORT
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REQUEST NO. 3
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3. Please refer to Pages 17-18 of TECO's 2026 Report addressing Energy Education. The utility states that it provided 458 energy efficiency kits to qualifying customers in 2025, which is over 800 less than were provided in this program in 2024 (when the utility reported 1,323 energy efficiency kits were provided).
- a. Please explain the reasons for the decline in year-over-year number of energy efficiency kits distributed to customers.
 - b. On page 31, column g, the utility reports 458 actual annual program participants, compared to last year's FEECA report which reported 1,323 actual annual program participants. Please explain the reasons for the decline in year-over-year participation for the Energy and Renewable Education, Awareness and Agency Outreach program.

ANSWER:

- a. The primary cause was a change in customer participation behavior related to the kit request process, not by a reduction in outreach activity or program commitment. Customer feedback indicated that the existing kit request method, which required completion and mailing of a paper form, created a barrier to participation. Program participation is counted only when an efficiency kit request is completed, and fewer customers finalized requests due to the manual, multi-step enrollment process in place during 2025.

Tampa Electric's outreach activity increased year-over-year and remained strong throughout 2025. Tampa Electric participated in 94 community energy education events, educating approximately 22,250 residents on energy conservation and cost-saving opportunities. In addition, Tampa Electric provided energy education to 2,002 students through school presentations and reached 19,789 fifth-grade students from 271 public schools through the JA BizTown program. Looking ahead, Tampa Electric evaluated customer feedback and enrollment trends and redesigned the Energy Education Efficiency Kit request process to improve accessibility. Beginning in 2026, customers will be able to submit requests electronically either onsite or at their convenience. Tampa Electric expects this enhancement, together with continued robust outreach, to increase participation and efficiency kit distribution in 2026.

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- b. Please see the company's response to subpart a, above.

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2025 DSM ANNUAL REPORT
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4. Please refer to Page 32 of TECO's 2026 Report. In Column C, the utility reports a total number of 5,743 customers were eligible for the Energy Star for New Multi-Family Residences program in 2025. In Column d, the utility projected 0 participants for this program, and in Column g, the utility reported a total of 1 participant in 2025. Given these numbers:
- a. In Order No. PSC-2025-0093-PAA-EG, issued in Docket No. 20240163-EG (DSM Plan approval order), the Commission approved the program standards for this program, including a provision that specifies that "all individual homes within the same facility . . . must receive the certificate to qualify." Does the utility believe this program participation standard impaired enrollment for this program in 2025? Please explain why or why not.
 - b. In 2025, how many applications for rebates in this program did the utility receive and not approve? Please discuss the reason(s), and in your response state what participation standard(s) the applications that were not approved failed to meet.
 - c. Please refer to the utility's Ten-Year DSM Plan (Docket No. 20240163, Page 43 of the Petition). Please explain why the utility's forecasted participation for this program shows a pattern of projecting 300 customers every three years, and zero for all other years.

ANSWER:

- a. No. Tampa Electric did not project enrollment in this program for 2025 and does not believe that this standard impaired enrollment. The requirement that every individual unit within a multi-family development be certified does create a more rigorous process that ensures that non-compliant units do not qualify for rebates. Tampa Electric, however, believes the phase out of the 45L tax credit and the move to Energy STAR 3.0 has created greater challenges by reducing the incentive for builders to pursue Energy STAR certification in projects.
- b. In 2025, Tampa Electric received one (1) application for rebate under the Multifamily Energy STAR homes program and approved that application.

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- c. Tampa Electric's participation forecast reflects the development-driven nature of this program. While Tampa Electric promotes the program continuously through ongoing outreach to builders, developers, and Energy STAR partners, actual participation is largely dependent on the timing and completion of large-scale multi-family developments. These projects typically require multiple years for planning, permitting, and construction before units are eligible for program participation and incentive application. The forecasted pattern of approximately 300 units in select years, with zero participation in intervening years, is intended to align with this development cycle.

**TAMPA ELECTRIC COMPANY
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BATES PAGE(S): 7
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5. Please refer to Page 37 of TECO's 2026 Report. In Column d, the utility reports a total of 1,000 projected participants for the Residential Heating and Cooling Tier 2 program. In column g, the utility reports only 479 actual program participants. Please explain the reasons for why the actual number of participants is less than projected for this program for 2025.

ANSWER:

The variance between the projected participation of 1,000 customers and the actual participation of 479 customers in the Heating and Cooling Tier 2 program for 2025 is primarily attributable to the timing of program availability. Specifically, the Tier 2 offering was not available to customers until after June 1, 2025, when Tampa Electric transitioned to the new 2025-2034 DSM plan. As a result, the program operated for only a partial year, significantly reducing the available timeframe for contractor engagement, customer awareness, and project completion.

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REQUEST NO. 6
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6. Please refer to Page 40 of TECO's 2026 Report regarding TECO's Residential Prime Time Plus program. The utility reports a Net Benefits of Measures Installed for the Reporting Period amount of \$31,160,100 for 2025, with a total of 1,021 participants (705 in the new DSM plan and 316 in the old DSM plan) for the Residential Prime Time Plus program. The utility reported Net Benefits of Measures Installed of \$27,000 with 645 participants in 2024.
- a. Which cost effectiveness test was used to calculate the above-noted Net Benefits for this program in 2025?
 - b. Please explain the significant difference in Net Benefits for Measures Installed for the Reporting Period for this program from 2024 to 2025.
 - c. Explain whether the Net Benefits for Measures Installed for the Reporting Period are derived from new customers in 2025 or cumulative customers through 2025, and identify the years of data included in the analysis.
 - d. Please provide the net benefits calculation in Excel format with formulas and cells unlocked.

ANSWER:

- a. Tampa Electric used the Rate Impact Measure ("RIM") test to calculate the net benefits.
- b. There was an increase in the avoided costs in the approved 2025-2034 DSM plan compared to the previous plan as well as an increase in the summer and winter demand savings attributed to the program. Additionally, an incorrect net present value was used for the net benefits calculation that inflated the value. This value has been corrected, and an updated net benefits calculation is included.
- c. The net benefits are derived only from new customers in 2025.
- d. An updated net benefits calculation sheet is provided in the MS Excel format titled (BS 10) Updated - 2025 Report.xls, as well as the attached PSC Form CE 2.5 from the 2025-2034 DSM plan detailing the RIM calculation for Prime Time Plus.

TAMPA ELECTRIC COMPANY
2025 DSM ANNUAL REPORT
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| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) | (11) | (12) | (13) | (14) |
|---------|--------------------------------|-------------------------------|--------------------|------------------------|---------------------|---------------------|--|--------------------------------|-----------------------|------------------------|------------------------|---------------------------------------|---|
| YEAR | INCREASED SUPPLY COSTS \$(000) | UTILITY PROGRAM COSTS \$(000) | INCENTIVES \$(000) | REVENUE LOSSES \$(000) | OTHER COSTS \$(000) | TOTAL COSTS \$(000) | AVOIDED GEN UNIT & FUEL BENEFITS \$(000) | AVOIDED T & D BENEFITS \$(000) | REVENUE GAINS \$(000) | OTHER BENEFITS \$(000) | TOTAL BENEFITS \$(000) | NET BENEFITS TO ALL CUSTOMERS \$(000) | CUMULATIVE DISCOUNTED NET BENEFIT \$(000) |
| 2025 | 0 | 1,062 | 129 | 0 | 0 | 1,192 | 0 | 0 | 0 | 0 | 0 | (1,192) | (1,192) |
| 2026 | 0 | 1,090 | 388 | 0 | 0 | 1,478 | 0 | 256 | 0 | 0 | 256 | (1,221) | (2,332) |
| 2027 | 0 | 1,339 | 673 | 0 | 0 | 2,012 | 0 | 262 | 0 | 0 | 262 | (1,750) | (3,857) |
| 2028 | 0 | 1,374 | 983 | 0 | 0 | 2,357 | 0 | 268 | 0 | 0 | 268 | (2,089) | (5,556) |
| 2029 | 0 | 1,409 | 1,294 | 0 | 0 | 2,703 | 0 | 274 | 0 | 0 | 274 | (2,429) | (7,400) |
| 2030 | 0 | 24 | 1,449 | 0 | 0 | 1,473 | 5,237 | 801 | 0 | 0 | 6,038 | 4,565 | (4,165) |
| 2031 | 0 | 24 | 1,449 | 0 | 0 | 1,473 | 5,180 | 792 | 0 | 0 | 5,972 | 4,498 | (1,189) |
| 2032 | 0 | 25 | 1,449 | 0 | 0 | 1,474 | 5,095 | 781 | 0 | 0 | 5,876 | 4,402 | 1,528 |
| 2033 | 0 | 25 | 1,449 | 0 | 0 | 1,474 | 5,041 | 771 | 0 | 0 | 5,812 | 4,338 | 4,028 |
| 2034 | 0 | 26 | 1,449 | 0 | 0 | 1,475 | 5,218 | 762 | 0 | 0 | 5,980 | 4,505 | 6,452 |
| 2035 | 0 | 27 | 1,449 | 0 | 0 | 1,476 | 4,937 | 754 | 0 | 0 | 5,691 | 4,215 | 8,568 |
| 2036 | 0 | 27 | 1,449 | 0 | 0 | 1,476 | 4,878 | 746 | 0 | 0 | 5,625 | 4,148 | 10,512 |
| 2037 | 0 | 28 | 1,449 | 0 | 0 | 1,477 | 4,821 | 739 | 0 | 0 | 5,560 | 4,083 | 12,299 |
| 2038 | 0 | 28 | 1,449 | 0 | 0 | 1,477 | 4,751 | 732 | 0 | 0 | 5,482 | 4,005 | 13,934 |
| 2039 | 0 | 29 | 1,449 | 0 | 0 | 1,478 | 4,635 | 725 | 0 | 0 | 5,360 | 3,882 | 15,414 |
| 2040 | 0 | 30 | 1,449 | 0 | 0 | 1,479 | 4,627 | 718 | 0 | 0 | 5,345 | 3,866 | 16,789 |
| 2041 | 0 | 30 | 1,449 | 0 | 0 | 1,479 | 4,539 | 711 | 0 | 0 | 5,250 | 3,771 | 18,042 |
| 2042 | 0 | 31 | 1,449 | 0 | 0 | 1,480 | 4,488 | 705 | 0 | 0 | 5,193 | 3,713 | 19,193 |
| 2043 | 0 | 32 | 1,449 | 0 | 0 | 1,481 | 4,393 | 699 | 0 | 0 | 5,092 | 3,611 | 20,238 |
| 2044 | 0 | 32 | 1,449 | 0 | 0 | 1,481 | 4,339 | 692 | 0 | 0 | 5,031 | 3,550 | 21,196 |
| 2045 | 0 | 33 | 1,449 | 0 | 0 | 1,482 | 4,293 | 688 | 0 | 0 | 4,981 | 3,498 | 22,078 |
| 2046 | 0 | 34 | 1,449 | 0 | 0 | 1,483 | 4,328 | 686 | 0 | 0 | 5,014 | 3,531 | 22,909 |
| 2047 | 0 | 35 | 1,449 | 0 | 0 | 1,484 | 4,303 | 686 | 0 | 0 | 4,989 | 3,505 | 23,679 |
| 2048 | 0 | 35 | 1,449 | 0 | 0 | 1,484 | 4,263 | 686 | 0 | 0 | 4,949 | 3,464 | 24,390 |
| 2049 | 0 | 36 | 1,449 | 0 | 0 | 1,485 | 4,070 | 686 | 0 | 0 | 4,756 | 3,271 | 25,016 |
| NOMINAL | 0 | 6,866 | 32,447 | 0 | 0 | 39,314 | 93,436 | 15,618 | 0 | 0 | 109,054 | 69,740 | |
| NPV: | 0 | 5,658 | 14,394 | 0 | 0 | 20,052 | 38,264 | 6,804 | 0 | 0 | 45,068 | 25,016 | |

Discount rate: 0.07132 Benefit/Cost Ratio - [col (12)/col (7)]: 2.25

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7. Please refer to Page 50 of TECO's 2026 Report. In Column d, the utility reports a total of 150 projected participants for the Commercial Lighting – Conditioned Space program. In column g, the utility reported a total of 34 participants in 2025. Please explain the reasons for the difference between the projected number and actual number of participants for this program.

ANSWER:

Tampa Electric expected participation growth with the increased incentives under the new DSM plan. Lighting projects in the commercial and industrial sectors are often driven by equipment failure, renovation schedules, or broader facility upgrades, and not solely by rebate incentives. As a result, participation did not reach the expected levels. While Tampa Electric continues to recommend lighting projects where applicable as part of the energy audit process, many customers have already installed energy efficient systems, and those remaining commercial and industrial customers were less willing to make the investment in lighting upgrades in 2025.

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8. Please refer to Page 51 of TECO's 2026 Report. In Column d, the utility reports a total of 125 projected participants for the Commercial Lighting – Unconditioned Space program. In column g, the utility reported a total of 16 participants in 2025. Please explain the reasons for the difference between the projected number and actual number of participants for this program.

ANSWER:

As stated in Tampa Electric's response to Staff's First Data Request No. 7, above, lighting projects in the commercial and industrial sectors are often driven by equipment failure, renovation schedules, or broader facility upgrades, and not solely by rebate incentives. While Tampa Electric continues to recommend lighting projects where applicable as part of the energy audit process, many customers have already installed energy efficient systems, and those remaining commercial and industrial customers were less willing to make the investment in lighting upgrades in 2025.

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9. Please refer to Page 52 of TECO's 2026 Report. The utility reports a Net Benefits of Measures Installed of \$18,700,000 with a total of 65 participants (11 in the new DSM plan and 54 in the old DSM plan) for the Commercial Occupancy Sensors program. The utility reported Net Benefits of Measures Installed of approximately \$100,000 with 170 participants in 2024.
- a. Which cost effectiveness test was used to calculate the above-noted Net Benefits for this program in 2025?
 - b. Please explain the significant difference in Net Benefits of Measures Installed for this program from 2024 to 2025.
 - c. Please provide the net benefits calculation in Excel format with formulas and cells unlocked.

ANSWER:

- a. Tampa Electric used the RIM test to calculate the net benefits.
- b. There was an increase in avoided costs in the 2025-2034 DSM plan from the previous plan, as well as an increase in the summer and winter demand savings. This increase in avoided costs and savings led to the difference in the net benefits of measures installed for this program.
- c. The net benefits calculation sheet is in the MS Excel format titled (BS 10) Updated - 2025 Report.xls, as well as the attached PSC Form CE 2.5 from the 2025-2034 DSM plan detailing the RIM calculation for the Lighting – Occupancy Sensors.

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PSC FORM CE 2.5
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RATE IMPACT TEST
PROGRAM: Commercial Lighting - Occupancy Sensors

| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) | (11) | (12) | (13) | (14) |
|---------|--------------------------------|-------------------------------|--------------------|------------------------|---------------------|---------------------|---|--------------------------------|-----------------------|------------------------|------------------------|---------------------------------------|---|
| YEAR | INCREASED SUPPLY COSTS \$(000) | UTILITY PROGRAM COSTS \$(000) | INCENTIVES \$(000) | REVENUE LOSSES \$(000) | OTHER COSTS \$(000) | TOTAL COSTS \$(000) | AVOIDED GEN UNIT UNIT & FUEL BENEFITS \$(000) | AVOIDED T & D BENEFITS \$(000) | REVENUE GAINS \$(000) | OTHER BENEFITS \$(000) | TOTAL BENEFITS \$(000) | NET BENEFITS TO ALL CUSTOMERS \$(000) | CUMULATIVE DISCOUNTED NET BENEFIT \$(000) |
| 2025 | 0 | 4 | 4 | 9 | 37 | 0 | 50 | 16 | 0 | 0 | 16 | (34) | (34) |
| 2026 | 0 | 4 | 4 | 9 | 113 | 0 | 126 | 51 | 60 | 0 | 111 | (14) | (47) |
| 2027 | 0 | 4 | 4 | 9 | 191 | 0 | 203 | 76 | 62 | 0 | 138 | (65) | (104) |
| 2028 | 0 | 4 | 4 | 9 | 270 | 0 | 282 | 115 | 63 | 0 | 178 | (104) | (189) |
| 2029 | 0 | 4 | 4 | 9 | 350 | 0 | 363 | 143 | 65 | 0 | 207 | (156) | (307) |
| 2030 | 0 | 0 | 0 | 0 | 393 | 0 | 393 | 580 | 66 | 0 | 646 | 253 | (128) |
| 2031 | 0 | 0 | 0 | 0 | 397 | 0 | 397 | 602 | 67 | 0 | 669 | 272 | 52 |
| 2032 | 0 | 0 | 0 | 0 | 401 | 0 | 401 | 613 | 69 | 0 | 682 | 281 | 226 |
| 2033 | 0 | 0 | 0 | 0 | 405 | 0 | 405 | 651 | 70 | 0 | 721 | 316 | 408 |
| 2034 | 0 | 0 | 0 | 0 | 409 | 0 | 409 | 676 | 72 | 0 | 748 | 339 | 590 |
| 2035 | 0 | 0 | 0 | 0 | 413 | 0 | 413 | 675 | 74 | 0 | 748 | 335 | 758 |
| 2036 | 0 | 0 | 0 | 0 | 417 | 0 | 417 | 704 | 75 | 0 | 779 | 361 | 928 |
| 2037 | 0 | 0 | 0 | 0 | 421 | 0 | 421 | 723 | 77 | 0 | 800 | 379 | 1093 |
| 2038 | 0 | 0 | 0 | 0 | 426 | 0 | 426 | 761 | 78 | 0 | 839 | 413 | 1262 |
| 2039 | 0 | 0 | 0 | 0 | 430 | 0 | 430 | 814 | 80 | 0 | 894 | 464 | 1439 |
| NOMINAL | 0 | 18 | 18 | 45 | 5,074 | 0 | 5,137 | 7,199 | 979 | 0 | 8,177 | 3,040 | |
| NPV: | 0 | 16 | 16 | 39 | 2,962 | 0 | 3,017 | 3,864 | 592 | 0 | 4,456 | 1,439 | |

Discount rate: 0.07132 Benefit/Cost Ratio - [col (12)/col (7)]: 1.48

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- 10.** Please refer to page 57 of TECO's 2026 Report. In Column d, the utility reports a total of 25 projected participants for the Variable Frequency Drive and Motor Controls program. In column g, the utility reported zero participants in 2025. Please explain the reasons for the difference between the projected number and actual number of participants for this program.

ANSWER:

Tampa Electric anticipated a higher level of participation as a result of the increase in incentive and the inclusion of additional measures as part of the program refresh under the new plan. Tampa Electric continues to recommend Variable Frequency Drive ("VFD") and Motor Control upgrade projects to commercial and industrial customers where applicable as part of the audit process. Many of the customers Tampa Electric contacted in 2025 had already installed VFD systems or lacked the funding to do so. This led to the lack of participation in 2025.

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11. In 2025, what was TECO's System Average Line Loss percentage?

ANSWER:

The 2025 System Average Line Loss percentage is 3.9%.

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- 12.** Describe the marketing strategy and methods used by the utility in 2025 to promote its DSM plan offerings
- a. Describe what efforts the utility made regarding market research for promoting its DSM plan offerings. For example, has the utility conducted or contracted with an outside entity to study customer behaviors, or differentiate customers to gain insights into targeting its marketing strategy for certain or all programs? Provide a detailed response.
 - b. Describe the use of social media platforms (e.g., Facebook, Instagram, X, etc.) as part of marketing and outreach efforts.
 - c. Describe the use of other media platforms (e.g., radio and/or television ads, newspapers, billboards, etc.) as part of marketing and outreach efforts.
 - d. Describe any changes in marketing strategy or methods that are planned for roll-out in calendar year 2026. If applicable, discuss the reason(s) for the changes, including whether the changes are intended to address participation levels that differed from program projections.

ANSWER:

- a. Tampa Electric partners with outside agencies that bring specialized marketing expertise and a broad market perspective to the company's advertising strategy, creative development, and media placements. These partnerships provide insight into evolving media channels, shifting audience behaviors, and platform-specific nuances, along with access to industry research, tools, and data that support decision-making. They also apply best practices and learnings from work across multiple clients and industries to help Tampa Electric maximize effectiveness and efficiency. In addition, Tampa Electric uses the company's in-house research team to gather insights on how customers perceive program offerings, what customers value, where Tampa Electric can improve services and how the company communicates DSM offerings.
- b. Meta platforms (Facebook and Instagram) are Tampa Electric's primary social media channels for conservation program marketing—

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both paid and organic—due to broad reach and cost-effectiveness. Tampa Electric also shares energy conservation content on X. These social platforms help Tampa Electric maximize awareness while engaging highly active audiences, resulting in strong click-through rates and meaningful interaction within campaigns.

- c. Tampa Electric uses a diverse media mix to maximize reach and engagement in conservation programs. Broadcast TV provides broad reach and a strong local presence, helping Tampa Electric connect with large community audiences. Paid search helps reach people who are actively seeking services, while digital display and pre-roll video place messages across a wide range of online environments to drive awareness and engagement. With digital display and pre-roll video, Tampa Electric targets specific audiences and delivers ads wherever audiences are spending time online (rather than targeting specific outlets for placement). Digital audio extends reach into personalized listening environments like Pandora and Spotify. Connected TV (CTV/streaming TV) enables Tampa Electric to meet audiences where television content is increasingly consumed. Native advertising provides placements that blend seamlessly with other online content.
- d. For 2026, Tampa Electric has refined the company's marketing strategy to better align with evolving media consumption habits. As traditional TV viewership continues shifting to streaming services, Tampa Electric is reducing its investment in broadcast TV and reallocating those funds to Connected TV and YouTube. To further support brand awareness, Tampa Electric is also introducing digital out-of-home (billboard) placements. In 2026, Tampa Electric is incorporating enhanced pre-roll and CTV video units that include interactive features designed to drive engagement through clickable graphics, calls-to-action, and direct-response options.