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COMMISSION  
CLERK

November 8, 2010

HAND DELIVERED

100435-EG

Ms. Ann Cole, Director  
Division of Commission Clerk  
Florida Public Service Commission  
2540 Shumard Oak Boulevard  
Tallahassee, FL 32399-0850

Re: Petition by Tampa Electric Company for Approval of Extending the Small General Service Price Responsive Load Management Program Pilot

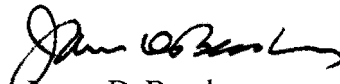
Dear Ms. Cole:

Enclosed for filing in the above-styled matter is the original and fifteen (15) copies of Tampa Electric Company's Petition for Approval of Extending the Small General Service Price Responsive Load Management Program Pilot.

Please acknowledge receipt and filing of the above by stamping the duplicate copy of this letter and returning same to this writer.

Thank you for your assistance in connection with this matter.

Sincerely,



James D. Beasley

COM      JDB/pp  
APA      Enclosure  
ECR   2    
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FPSC-COMMISSION CLERK

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Petition by Tampa Electric Company )  
for Approval of Extending the Small General )  
Service Price Responsive Load Management )  
Program Pilot )

DOCKET NO. 100435-EG  
FILED: November 8, 2010

**PETITION BY TAMPA ELECTRIC COMPANY FOR APPROVAL OF  
EXTENDING THE SMALL GENERAL SERVICE PRICE RESPONSIVE LOAD  
MANAGEMENT PROGRAM PILOT**

Tampa Electric Company ("Tampa Electric" or the "company") pursuant to Section 366.075, Florida Statutes and Rule 25-17.015 (4), Florida Administrative Code, files this petition with the Florida Public Service Commission (the "Commission") for approval of an extension to its pilot Small General Service ("GS") Price Responsive Load Management program. In support of this petition the company states:

1. The name, address and telephone number of the petitioner are as follows:

Tampa Electric Company  
Post Office Box 111  
Tampa, FL 33601  
(813) 228-4111  
(813) 228-1770 (fax)

2. Tampa Electric requests that copies of all pleadings, orders, notices and other documents submitted in this proceeding be furnished to the following:

Paula Brown  
Administrator, Regulatory Coordination  
Tampa Electric Company  
Post Office Box 111  
Tampa, FL 33601  
(813) 228-1444  
(813) 228-1770 (fax)

James D. Beasley  
J. Jeffrey Wahlen  
Ausley & McMullen  
Post Office Box 391  
Tallahassee, FL 32302  
(850) 224-9115  
(850) 222-7560 (fax)

DOCUMENT NUMBER-DATE

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FPSC-COMMISSION CLERK

3. In this petition, Tampa Electric seeks approval to extend its existing pilot Small GS Price Responsive Load Management program through June 30, 2011. This extension will provide Tampa Electric the time necessary to collect additional winter customer performance data and thoroughly evaluate the pilot while giving the company's participating small general service customers the opportunity to continue to control electric usage and benefit from the innovative pilot rates thus saving on their electric bills.

4. In Order No. PSC-09-0501-TRF-EG, Docket No. 090228-EG, issued July 15, 2009 the Commission approved Tampa Electric's pilot Small GS Price Responsive Load Management program. The pilot was designed to evaluate whether and what type of customers on the GS tariff rate schedule would benefit from this load management service. If successful, the company would then petition the Commission to make this service permanent.

5. The duration of the pilot was anticipated to be a maximum of 18 months. The primary drivers for the duration were the selection of a representative sample of GS customers and normal summer and winter seasonal weather. Summer data for the program was gathered and is being analyzed; however, due to the timing of installations, Tampa Electric was unable to fully evaluate winter demand reductions. With the sunset of the pilot approaching on January 14, 2011, Tampa Electric is seeking to extend the pilot to June 30, 2011, to fully analyze the winter data gathered during the 2010-2011 season. This extension will keep existing pilot customers intact as the company completes the evaluation of a potential new GS program. In addition, should the program prove to be cost-effective, the extension will allow the company to request a seamless transition to permanency by the third quarter of 2011.

6. Tampa Electric is requesting that the extension of the pilot GS Price Responsive Load Management program continue to be funded through the Energy Conservation Cost


Recovery Clause, subject to the Commission's true-up filing and audit process. Funds allocated for the pilot will be directed toward program administrative costs, monitoring and evaluation of program results and determination of program cost-effectiveness. A breakdown of anticipated funds for this extended period is presented in Appendix A.

7. Tampa Electric is not aware of any disputed issues of material fact relative to the program extension proposed herein.

WHEREFORE, Tampa Electric respectfully requests that the Commission grant approval of this extension to the company's pilot Small GS Price Responsive Load Management program. It is further requested that the effective date of the extension be January 15, 2011, so as to maintain continuity for the customers currently participating in the program.

DATED this 8<sup>th</sup> day of November, 2010.

Respectfully submitted,

  
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JAMES D. BEASLEY  
J. JEFFRY WAHLEN  
Ausley & McMullen  
Post Office Box 391  
Tallahassee, FL 32302  
(850) 224-9115

ATTORNEYS FOR TAMPA ELECTRIC COMPANY

## APPENDIX A

Pilot GS Price Responsive Load Management

Request for Extension

Estimated 2011 Expenditures

Labor	\$56,000
Contractor	10,000
Miscellaneous	10,000
<u>Vehicle</u>	<u>2,000</u>
Total	\$78,000