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March 1, 2011

HAND DELIVERED

Mr. Marshall Willis, Director
Division of Economic Regulation
Florida Public Service Commission
Room 160B – Gerald L. Gunter Building
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850

Re: Tampa Electric Company's Summary
of 2010 DSM Program Accomplishments

Dear Mr. Willis:

Enclosed are three copies of Tampa Electric Company's Summary of 2010 Demand Side Management Program Accomplishments that are being submitted in compliance with Rule 25-17.0021(5), F.A.C.

Sincerely,



James D. Beasley

JDB/pp
Enclosures

cc: Paula K. Brown (w/enc.)

TAMPA ELECTRIC COMPANY
UNDOCKETED
DSM ACCOMPLISHMENTS
FILED: MARCH 1, 2011

TAMPA ELECTRIC COMPANY

SUMMARY OF 2010

DEMAND SIDE MANAGEMENT PROGRAM ACCOMPLISHMENTS

Tampa Electric received approval of its 2010-2019 Demand Side Management ("DSM") goals in Docket No. 080409-EG, Order No. PSC-09-0855-FOF-EG, issued December 30, 2009. However, the company did not receive approval of its 2010-2019 DSM Plan until December 20, 2010 in Docket No. 100159-EG, Order No. PSC-10-0736-PAA-EG. Due to the timing of the 2010-2019 DSM Plan approval, Tampa Electric continued deploying its 2005-2014 DSM Plan to accomplish the new 2010 DSM goals established by the Commission.

For 2010, Tampa Electric experienced program participation greater than anticipated. The company's residential activities achieved 10.6 MW of winter demand reduction, 7.6 MW of summer demand reduction and 16.3 GWH of annual energy reduction. Commercially, the company achieved 6.8 MW of winter demand reduction, 10.4 MW of summer demand reduction and 17.3 GWH of annual energy reduction. The attached pages present individual program participation levels and summaries that demonstrate the company achieved its 2010 DSM goals.

Tampa Electric's accomplishments for 2010 were greatly influenced by the final year of elevated federal income tax credits. Additionally, the company's advertising campaign of bill inserts, print media and television advertisements contributed to its accomplishments. The main emphasis of the advertising campaign continued to be the delivery of a comprehensive energy audit to the residential and commercial marketplace, heightened awareness of the residential price responsive load management and duct repair programs and the identification of opportunities for commercial customers to participate in programs aimed at meeting their energy efficiency requirements.

For 2011, Tampa Electric remains committed to the cost-effective delivery of DSM programs. The company will be expanding its DSM efforts through the development of new residential and commercial programs, and modifications to existing programs and increased advertising activity. Additionally, the company will focus on renewable energy technologies, expanding low income initiatives and bringing greater awareness and education to customers concerning the efficient use of energy.

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: RESIDENTIAL ALTERNATE AUDIT
 Program Start Date: May 1981
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	609,633	8,000	1.3%	10,291	10,291	1.7%	2,291
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2

Annual Demand and Energy Savings	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.03	0.03	308.73	329.11
Winter kW Reduction	0.04	0.04	411.64	438.81
Annual kWh Reduction	137	145	1,409,867	1,494,459

Utility Cost per Installation (\$): 173
 Total Program Cost of the Utility (\$000): 1,783.4
 Net Benefits of Measures Installed During Reporting Period (\$000): (2,527.7)

TAMPA ELECTRIC COMPANY
 UNDOCKETED
 DSM ACCOMPLISHMENTS
 FILED: MARCH 1, 2011

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: RESIDENTIAL RCS AUDIT
 Program Start Date: January 1981
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	609,633	1	0.0%	0	0	0.0%	(1)
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3

Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.03	0.03	0.00	0.00
Winter kW Reduction	0.04	0.04	0.00	0.00
Annual kWh Reduction	137	145	0	0

Utility Cost per Installation (\$): 0
 Total Program Cost of the Utility (\$000): 0.0
 Net Benefits of Measures Installed During Reporting Period (\$000): 0.0

TAMPA ELECTRIC COMPANY
 UNDOCKETED
 DSM ACCOMPLISHMENTS
 FILED: MARCH 1, 2011

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: RESIDENTIAL CUSTOMER ASSISTED AUDITS ⁽¹⁾
 Program Start Date: June 1996
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	609,633	1,765	0.3%	2,072	2,072	0.3%	307
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Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.02	0.02	41.44	44.18
Winter kW Reduction	0.03	0.03	62.16	66.26
Annual kWh Reduction	103	109	213,416	226,221

Utility Cost per Installation (\$): 48
 Total Program Cost of the Utility (\$000): 100.1
 Net Benefits of Measures Installed During Reporting Period (\$000): 30.5

⁽¹⁾ Includes on-line and phone audits

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: RESIDENTIAL NEW CONSTRUCTION
 Program Start Date: August 2000
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	7,431	150	2.0%	854	854	11.5%	704
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.70	0.75	597.80	637.25
Winter kW Reduction	0.66	0.70	563.64	600.84
Annual kWh Reduction	1,313	1,392	1,121,302	1,188,580

Utility Cost per Installation (\$): 555
 Total Program Cost of the Utility (\$000): 473.7
 Net Benefits of Measures Installed During Reporting Period (\$000): 489.6

TAMPA ELECTRIC COMPANY
 UNDOCKETED
 DSM ACCOMPLISHMENTS
 FILED: MARCH 1, 2011

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: ENERGY PLANNER
 Program Start Date: September 2007
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	350,539	1,300	0.4%	674	1,348	0.4%	48
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Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	2.40	2.56	1,617.60	1,724.36
Winter kW Reduction	3.10	3.30	2,089.40	2,227.30
Annual kWh Reduction	1,071	1,135	721,854	765,165

Utility Cost per Installation (\$): 3,627
 Total Program Cost of the Utility (\$000): 2,444.6
 Net Benefits of Measures Installed During Reporting Period (\$000): 1,287.9

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TAMPA ELECTRIC COMPANY
 UNDOCKETED
 DSM ACCOMPLISHMENTS
 FILED: MARCH 1, 2011

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: RESIDENTIAL CEILING INSULATION
 Program Start Date: November 1982
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	489,159	1,550	0.3%	2,126	2,126	0.4%	576
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7

Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.18	0.19	382.68	407.94
Winter kW Reduction	0.40	0.43	850.40	906.53
Annual kWh Reduction	348	369	739,848	784,239

Utility Cost per Installation (\$): 194
 Total Program Cost of the Utility (\$000): 412.0
 Net Benefits of Measures Installed During Reporting Period (\$000): 823.0

TAMPA ELECTRIC COMPANY
 UNDOCKETED
 DSM ACCOMPLISHMENTS
 FILED: MARCH 1, 2011

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: RESIDENTIAL DUCT REPAIR
 Program Start Date: September 1992
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	465,923	9,000	1.9%	7,467	7,467	1.6%	(1,533)
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Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.37	0.39	2,762.79	2,945.13
Winter kW Reduction	0.33	0.35	2,464.11	2,626.74
Annual kWh Reduction	823	872	6,145,341	6,514,061

Utility Cost per Installation (\$): 192
 Total Program Cost of the Utility (\$000): 1,435.4
 Net Benefits of Measures Installed During Reporting Period (\$000): 565.0

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: RESIDENTIAL HEATING AND COOLING
 Program Start Date: July 2000
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	609,633	2,000	0.3%	5,926	5,926	1.0%	3,926
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Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.15	0.16	888.90	947.57
Winter kW Reduction	0.60	0.64	3,555.60	3,790.27
Annual kWh Reduction	641	679	3,798,566	4,026,480

Utility Cost per Installation (\$): 173
 Total Program Cost of the Utility (\$000): 1,027.6
 Net Benefits of Measures Installed During Reporting Period (\$000): 311.1

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TAMPA ELECTRIC COMPANY
 UNDOCKETED
 DSM ACCOMPLISHMENTS
 FILED: MARCH 1, 2011

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: RESIDENTIAL WINDOW REPLACEMENT
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	608,657	700	0.1%	1,349	1,349	0.2%	649
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Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.63	0.67	849.87	905.96
Winter kW Reduction	0.40	0.43	539.60	575.21
Annual kWh Reduction	1,241	1,315	1,674,109	1,774,556

Utility Cost per Installation (\$): 361
 Total Program Cost of the Utility (\$000): 486.9
 Net Benefits of Measures Installed During Reporting Period (\$000): 950.1

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: RESIDENTIAL WINDOW FILM
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	604,817	500	0.1%	547	547	0.1%	47
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.22	0.23	120.34	128.28
Winter kW Reduction	0.00	0.00	0.00	0.00
Annual kWh Reduction	791	838	432,677	458,638

Utility Cost per Installation (\$): 142
 Total Program Cost of the Utility (\$000): 77.4
 Net Benefits of Measures Installed During Reporting Period (\$000): 26.3

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TAMPA ELECTRIC COMPANY
 UNDOCKETED
 DSM ACCOMPLISHMENTS
 FILED: MARCH 1, 2011

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: RESIDENTIAL WALL INSULATION
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	609,625	12	0.0%	12	12	0.0%	0
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Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.52	0.55	6.24	6.65
Winter kW Reduction	1.07	1.14	12.84	13.69
Annual kWh Reduction	1,337	1,417	16,044	17,007

Utility Cost per Installation (\$): 285
 Total Program Cost of the Utility (\$000): 3.4
 Net Benefits of Measures Installed During Reporting Period (\$000): 2.0

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: RESIDENTIAL LOW INCOME
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	609,633	121,927	500	0.4%	43	43	0.0%	(457)
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Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.13	0.14	5.59	5.96
Winter kW Reduction	0.16	0.17	6.88	7.33
Annual kWh Reduction	436	462	18,748	19,873

Utility Cost per Installation (\$): 253
 Total Program Cost of the Utility (\$000): 10.9
 Net Benefits of Measures Installed During Reporting Period (\$000): 15.0

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: FREE COMMERCIAL/INDUSTRIAL AUDIT
 Program Start Date: July 1983
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,507	1,100	1.5%	652	652	0.9%	(448)
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Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.08	0.09	52.16	55.55
Winter kW Reduction	0.06	0.06	39.12	41.66
Annual kWh Reduction	341	361	222,332	235,227

Utility Cost per Installation (\$): 218
 Total Program Cost of the Utility (\$000): 142.0
 Net Benefits of Measures Installed During Reporting Period (\$000): 114.4

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMPREHENSIVE COMMERCIAL/INDUSTRIAL AUDIT
 Program Start Date: May 1981
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,507	1	0.0%	0	0	0.0%	(1)
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3								
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.08	0.09	0.00	0.00
Winter kW Reduction	0.06	0.06	0.00	0.00
Annual kWh Reduction	341	361	0	0

Utility Cost per Installation (\$): 0
 Total Program Cost of the Utility (\$000): 0.0
 Net Benefits of Measures Installed During Reporting Period (\$000): 0.0

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL DUCT REPAIR
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	74,270	950	0.0%	5,494	5,494	7.4%	4,544
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.47	0.50	2582.18	2750.02
Winter kW Reduction	0.17	0.18	933.98	994.69
Annual kWh Reduction	684	724	3,757,896	3,975,854

Utility Cost per Installation (\$): 206
 Total Program Cost of the Utility (\$000): 1133.6
 Net Benefits of Measures Installed During Reporting Period (\$000): 13,324.4

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL WINDOW FILM
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,477	25	0.0%	9	9	0.0%	(16)
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Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	11.09	11.81	99.81	106.30
Winter kW Reduction	0.00	0.00	0.00	0.00
Annual kWh Reduction	8,189	8,664	73,701	77,976

Utility Cost per Installation (\$): 1,224
 Total Program Cost of the Utility (\$000): 11.0
 Net Benefits of Measures Installed During Reporting Period (\$000): (15.5)

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL CEILING INSULATION
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,503	5	0.0%	5	5	0.0%	0
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10								

Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.52	0.55	2.60	2.77
Winter kW Reduction	0.19	0.20	0.94	1.00
Annual kWh Reduction	918	971	4,590	4,856

Utility Cost per Installation (\$): 387
 Total Program Cost of the Utility (\$000): 1.9
 Net Benefits of Measures Installed During Reporting Period (\$000): 600.0

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL WALL INSULATION
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,507	1	0.0%	0	0	0.0%	(1)
2								
3								
4								
5								
6								
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10								

Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.50	0.53	0.00	0.00
Winter kW Reduction	0.71	0.76	0.00	0.00
Annual kWh Reduction	1,803	1,908	0	0

Utility Cost per Installation (\$): 0
 Total Program Cost of the Utility (\$000): 0.0
 Net Benefits of Measures Installed During Reporting Period (\$000): 0.0

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL/INDUSTRIAL EFFICIENT MOTORS
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	15,101	10	0.1%	49	49	0.3%	39
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Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.91	0.97	44.59	47.49
Winter kW Reduction	0.91	0.97	44.59	47.49
Annual kWh Reduction	8,334	8,817	408,366	432,051

Utility Cost per Installation (\$): 127
 Total Program Cost of the Utility (\$000): 6.2
 Net Benefits of Measures Installed During Reporting Period (\$000): 4.9

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL COOLING - DX
 Program Start Date: July 2000
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,507	195	0.3%	101	101	0.1%	(94)
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	2.69	2.86	271.69	289.35
Winter kW Reduction	0.00	0.00	0.00	0.00
Annual kWh Reduction	5,155	5,454	520,655	550,853

Utility Cost per Installation (\$): 514
 Total Program Cost of the Utility (\$000): 51.9
 Net Benefits of Measures Installed During Reporting Period (\$000): 14.0

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL COOLING - PTAC
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,507	50	0.1%	8	8	0.0%	(42)
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.38	0.40	3.04	3.24
Winter kW Reduction	0.00	0.00	0.00	0.00
Annual kWh Reduction	1,230	1,301	9,840	10,411

Utility Cost per Installation (\$): 27
 Total Program Cost of the Utility (\$000): 0.2
 Net Benefits of Measures Installed During Reporting Period (\$000): 1.8

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL LIGHTING - CONDITIONED SPACE
 Program Start Date: January 1991
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,507	30	0.0%	114	114	0.2%	84
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings ⁽¹⁾

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	8.54	9.10	973.56	1,036.84
Winter kW Reduction	2.96	3.15	337.44	359.37
Annual kWh Reduction	49,311	52,171	5,621,454	5,947,498

Utility Cost per Installation (\$): 1,444
 Total Program Cost of the Utility (\$000): 164.6
 Net Benefits of Measures Installed During Reporting Period (\$000): (437.0)

⁽¹⁾ Savings from measured data.

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL LIGHTING - UNCONDITIONED SPACE
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,507	10	0.0%	15	15	0.0%	5
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings ⁽¹⁾

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	51.81	55.18	777.15	827.66
Winter kW Reduction	51.81	55.18	777.15	827.66
Annual kWh Reduction	347,627	367,789	5,214,405	5,516,840

Utility Cost per Installation (\$): 8,277
 Total Program Cost of the Utility (\$000): 124.2
 Net Benefits of Measures Installed During Reporting Period (\$000): (16.5)

⁽¹⁾ Savings from measured data.

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL LOAD MANAGEMENT- CYCLIC
 Program Start Date: January 1988
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,501	1	0.0%	0	0	0.0%	(1)
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings ⁽¹⁾

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	55.50	59.11	0.00	0.00
Winter kW Reduction	0.00	0.00	0.00	0.00
Annual kWh Reduction	0	0	0	0

Utility Cost per Installation ⁽²⁾ (\$): 898
 Total Program Cost of the Utility (\$000): 6.3
 Net Benefits of Measures Installed During Reporting Period (\$000): 0.0

⁽¹⁾ Savings from measured data.

⁽²⁾ Program expenses are for total program participation. Participant costs are based on total program expenses and total program participation.

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL LOAD MANAGEMENT- EXTENDED
 Program Start Date: January 1988
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,507	1	0.0%	0	0	0.0%	(1)
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings ⁽¹⁾	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	141.00	150.17	0.00	0.00
Winter kW Reduction	164.00	174.66	0.00	0.00
Annual kWh Reduction	0	0	0	0

Utility Cost per Installation ⁽²⁾ (\$): 0
 Total Program Cost of the Utility (\$000): 0.0
 Net Benefits of Measures Installed During Reporting Period (\$000): 0.0

⁽¹⁾ Savings from actual metered data.

⁽²⁾ Program expenses are for total program participation. Participant costs are based on total program expenses and total program participation.

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: STANDBY GENERATOR
 Program Start Date: January 1991
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	249	1	0.4%	7	7	2.8%	6
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings ⁽¹⁾

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	576.00	613.44	4,032.00	4,294.08
Winter kW Reduction	523.57	557.60	3,664.99	3,903.21
Annual kWh Reduction	57,076	60,386	399,532	422,705

Utility Cost per Installation ⁽²⁾ (\$): 19,160
 Total Program Cost of the Utility (\$000): 1,686.1
 Net Benefits of Measures Installed During Reporting Period (\$000): 6,692.0

⁽¹⁾ Savings from actual metered data.

⁽²⁾ Program expenses are for total program participation. Participant costs are based on total program expenses and total program participation.

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: CONSERVATION VALUE
 Program Start Date: April 1991
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,507	1	0.0%	5	5	0.0%	4
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings ⁽¹⁾

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	105.84	112.72	529.20	563.60
Winter kW Reduction	38.10	40.58	190.50	202.88
Annual kWh Reduction	86,524	91,542	432,620	457,712

Utility Cost per Installation (\$): 14,636
 Total Program Cost of the Utility (\$000): 73.2
 Net Benefits of Measures Installed During Reporting Period (\$000): 0.0

⁽¹⁾ Actual demand and energy savings from measured data.

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL DEMAND RESPONSE
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	15,101	1	0.0%	0	0	0.0%	(1)
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings ⁽¹⁾

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.00	0.00	0.00	0.00
Winter kW Reduction	0.00	0.00	0.00	0.00
Annual kWh Reduction	0	0	0	0

Utility Cost per Installation (\$): 26,167
 Total Program Cost of the Utility (\$000): 2,669.0
 Net Benefits of Measures Installed During Reporting Period (\$000): 0.0

⁽¹⁾ Actual demand and energy savings from measured data.

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL CHILLERS
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	3,775	10	0.3%	4	4	0.1%	(6)
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	30.08	32.04	120.32	128.14
Winter kW Reduction	21.25	22.63	85.00	90.53
Annual kWh Reduction	77,229	81,708	308,916	326,833

Utility Cost per Installation (\$): 4,330
 Total Program Cost of the Utility (\$000): 17.3
 Net Benefits of Measures Installed During Reporting Period (\$000): 136.4

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL OCCUPANCY SENSORS
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,507	30	0.0%	45	45	0.1%	15
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	20.46	21.79	920.50	980.33
Winter kW Reduction	15.93	16.96	716.73	763.31
Annual kWh Reduction	6,346	6,714	285,583	302,146

Utility Cost per Installation (\$): 1,248
 Total Program Cost of the Utility (\$000): 56.2
 Net Benefits of Measures Installed During Reporting Period (\$000): 538.5

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL/INDUSTRIAL REFRIGERATION (ANTI-CONDENSATE)
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	7,551	1	0.0%	0	0	0.0%	(1)
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings

	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.92	0.98	0.00	0.00
Winter kW Reduction	0.92	0.98	0.00	0.00
Annual kWh Reduction	16,344	17,292	0	0

Utility Cost per Installation (\$): 0
 Total Program Cost of the Utility (\$000): 0.0
 Net Benefits of Measures Installed During Reporting Period (\$000): 0.0

Demand Side Management Annual Report

Utility: Tampa Electric Company
 Program Name: COMMERCIAL WATER HEATING
 Program Start Date: March 2008
 Reporting Period: Annual 2010

a	b	c	d	e	f	g	h	i
Year	Total Number of Customers	Total Number of Eligible Customers	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % [(d/c)x100]	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % [(g/c)x100]	Actual Participation Over (Under) Projected Participants (g-d)
1	75,507	75,507	2	0.0%	0	0	0.0%	(2)
2								
3								
4								
5								
6								
7								
8								
9								
10								

Annual Demand and Energy Savings	Per Installation		Program Total	
	@ Meter	@ Generator	@ Meter	@ Generator
Summer kW Reduction	0.94	1.00	0.00	0.00
Winter kW Reduction	0.95	1.01	0.00	0.00
Annual kWh Reduction	8,847	9,360	0	0

Utility Cost per Installation (\$): 0
 Total Program Cost of the Utility (\$000): 0.0
 Net Benefits of Measures Installed During Reporting Period (\$000): 0.0

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TAMPA ELECTRIC COMPANY
 UNDOCKETED
 DSM ACCOMPLISHMENTS
 FILED: MARCH 1, 2011

Comparison of Achieved kW and kWh Reductions
with Public Service Commission Established Goals

Utility: TAMPA ELECTRIC COMPANY

Residential

Year	Winter Peak mW Reduction			Summer Peak mW Reduction			gWh Energy Reduction		
	Total Achieved	Commission	% Variance	Total Achieved	Commission	% Variance	Total Achieved	Commission	% Variance
		Approved Goal			Approved Goal			Approved Goal	
1	10.6	6.4	165.6%	7.6	4.6	165.2%	16.3	9.8	166.3%
2									
3									
4									
5									
6									
7									
8									
9									
10									

Commercial/Industrial

Year	Winter Peak mW Reduction			Summer Peak mW Reduction			gWh Energy Reduction		
	Total Achieved	Commission	% Variance	Total Achieved	Commission	% Variance	Total Achieved	Commission	% Variance
		Approved Goal			Approved Goal			Approved Goal	
1	6.8	0.9	755.6%	10.4	2.5	416.0%	17.3	6.5	266.2%
2									
3									
4									
5									
6									
7									
8									
9									
10									

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TAMPA ELECTRIC COMPANY
UNDOCKETED
DSM ACCOMPLISHMENTS
FILED: MARCH 1, 2011