

New infrastructure to meet new electricity demands

Tampa Electric's primary objective is to provide reliable service to our customers. To do so, we must maintain and regularly add to the infrastructure for electricity generation, transmission and distribution. When we must build new infrastructure to provide electricity to the communities we serve, we work to minimize the impact of our equipment on customers and the environment. The new 230-kilovolt Willow Oak-to-Davis transmission line, recently approved by the Power Plant and Transmission Line Siting Board, is an important part of our commitment to serve communities across our service area.

Phase I of the transmission line will run from our Wheeler Road substation in Valrico to our planned Davis substation in Temple Terrace. Phase II will continue from the Wheeler Road substation to our planned Willow Oak substation in Polk County.

The estimated final completion time for the project is June 2012.

As always, we work in accordance with federal, state, county and municipal regulations and guidelines designed to protect customers and the environment. The Willow Oak-to-Davis siting process included input from the Florida Department of Environmental Protection, community residents and other parties. As our area grows, it is impossible to entirely avoid populated areas with energy delivery infrastructure. We work continuously to inform the public about possible routes, and we seek input on potential routes at public workshops. Tampa Electric plans to hold additional community meetings when the final Willow Oak-to-Davis route has been selected.

>> Learn More <<

tampaelectric.com/infrastructure

Tampa Electric team member Steve Furry donates time to Hospice

Steve Furry is a supervisor of field construction in our Energy Delivery department.

For the past 15

years, he's been active with LifePath Hospice as a volunteer who works with people in need



of end-of-life care, and with their families. Furry typically donates one night a week and four weekends a year to Hospice.

Furry became involved with Hospice after the organization provided care for his father. Among Furry's work with LifePath Hospice, he helped open the LifePath Hospice Circle of Love Center for Grieving Children in Tampa, which focuses on the needs of children who have lost loved ones. Last year, about 300 children attended the center.

Tampa Electric files request for an electric base rate increase

August 11 marked the formal filing of Tampa Electric's request with the Florida Public Service Commission (FPSC) for an electric base rate increase. The request is needed in part because the company now serves 200,000 more customers than in 1992, when the company last filed to increase electric base rates. The company must also address measures it has taken since that time to better serve you, including \$3.4 billion in infrastructure investments (which includes 1,700 megawatts of new or repowered generating capacity).

The filing begins an eight-month review process by the FPSC that includes public and formal hearings. As the process continues, we will communicate more details to customers through bill inserts, newspaper notices and tampaelectric.com. If the FPSC approves Tampa Electric's request, the average residential bill reflecting 1,000 kilowatt-hours of electricity usage

per month would go up about 7.5 percent starting in May 2009.

This is in addition to the impact of fuel costs, which will affect bills starting in January 2009. Tampa Electric does not mark up or profit from fuel costs, which are typically adjusted annually and are passed through from fuel suppliers.

We regret that these adjustments are needed during challenging economic times, and as we work to provide you with top-tier customer service, we encourage you to partner with us to save energy and money through our many energy efficiency programs. Go to tampaelectric.com/saveenergy to find out more about these programs. Visit the *Rate Changes* section of tampaelectric.com for more information on Tampa Electric's proposed changes to your electric base rate.

[»» Learn More <<](http://tampaelectric.com/ratechanges)

tampaelectric.com/ratechanges

ENERGY EFFICIENCY

Schedule a Free Energy Audit from Tampa Electric and receive a free eight-pack of compact fluorescent bulbs for participating. In addition to this and our other energy efficiency programs, the following tips can help you save energy when the weather is warm:

- Set your thermostat to 78 degrees or higher.
- Check or replace air conditioning filters monthly, and have your air conditioning and heating systems serviced once a year.
- Turn off your air conditioning unit when away from the house for four hours or longer, or set it to 85 degrees or higher.
- Turn off all unnecessary lighting. Replace incandescent lights with compact fluorescent lighting.
- Shade or install reflective material to windows.
- Ensure an adequate insulation level in your attic.

[»» Learn More <<](http://tampaelectric.com/saveenergy)

tampaelectric.com/saveenergy

STREETLIGHTS

If you see a malfunctioning streetlight, we want to know about it. You can identify a streetlight by writing down the light's ID tag number on the pole (which is six or ten digits). If the light does not have an ID number, it may not be owned or maintained by Tampa Electric. If you can't read the ID number, simply note the street location of the light and the nearest cross street.

After you have the streetlight's ID number or its location, go to the *Lights Out* link at tampaelectric.com. Please include your contact information so that we can reach you if more information is needed about the light's location. You can also alert us to a malfunctioning streetlight by calling the Customer Care phone number for your area as listed in the gray box to the right.

>> Learn More <<

tampaelectric.com

COMMUNITY

Hillsborough Literacy Council Adult Literacy Tutor Training

The Hillsborough Literacy Council teaches functionally and marginally illiterate adults to read and write through its Adult BASIC Literacy Program. This program is geared towards adults over age 18 with a goal to bring them to a minimum fifth grade reading level. Prior teaching experience is not required of potential tutors.

Saturday, October 18,
9 a.m. to 5 p.m.

For more information or to register, call **813-273-3650**.

Rock, Rib & Ride Festival

Enjoy a weekend of live music, food, midway rides and more at the Florida State Fairgrounds. All proceeds go to The Greater Brandon Community Foundation.

Admission: adults, \$8;
children 11 and under, \$5;
children 2 and under, free.

Thursday, October 16 through
Sunday, October 19.

For more information, visit rockribandridefestival.org or call **813-661-8683**.

WELLNESS TIP

Have your doctor perform a simple test to check your blood cholesterol level. A lipoprotein profile can measure several different kinds of cholesterol and triglycerides (another kind of fat found in the blood). The ideal blood cholesterol level for adults is less than 200 mg/dL (milligrams per deciliter).

Source: Centers for Disease Control and Prevention, cdc.gov

To search for job openings, visit tecoenergy.com and click *Careers*.

We're here to serve you:

Remember, you can handle almost all your account needs and hear a list of payment agencies by using our automated phone system. Just follow the voice options when you call – it's easy.

Customer Care:

Hillsborough: 813-223-0800

Polk: 863-299-0800

Others: 1-888-223-0800

Power Outages: 1-877-588-1010

Open Lines is also available online at tampaelectric.com. All offers are redeemable with a printed copy of this issue.

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PAY AS YOU PLEASE

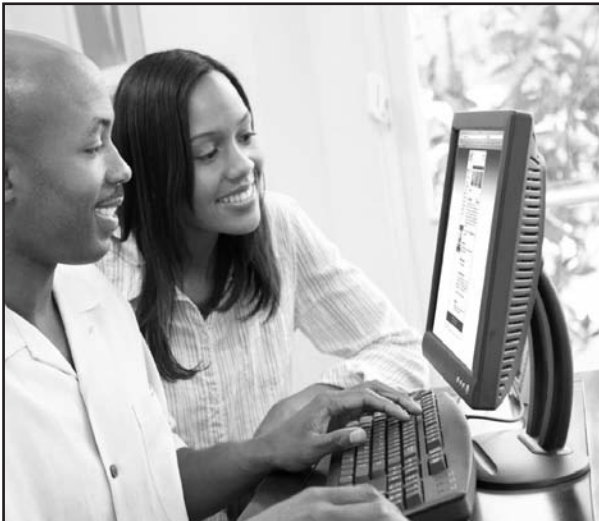
Tampa Electric offers a variety of options that make it easy for you to pay your monthly electric bill. Besides the traditional method of mailing your bill payment, you can also pay online, over the phone, or at one of our authorized payment locations. Find out which one is right for you.

Payment Options	Receive Paper Bill	Receive Monthly E-Mail Alert	View Bill Online	Make Multiple Payments	Schedule Automatic Payments	Choose Payment Date	Cost Associated
e-Bill	No, online	Yes	Yes	Yes	Yes	No	Free
Automatic Bank Draft	Yes*	No*	No*	No	Yes	Yes	Free
Pay Locations and Automated Payment Machines	Yes*	No*	No*	Yes	No	No	Most are free; some vendors charge a service fee/transaction
Just Pay It®	Yes*	No*	No*	Yes	No	No	Vendor charges a \$4.95 convenience fee/transaction
By Mail	Yes*	No*	No*	Yes	No	No	Free

* Unless you are enrolled in Tampa Electric's convenient and free e-Bill service.



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Convenience is at your fingertips at tampaelectric.com

- Check out our free bill payment options like e-Bill, or make payments right away with Just Pay It®.
- Learn about all the ways Tampa Electric can help you save energy at your home and business.
- Get account forms, update your address, let us know about a malfunctioning streetlight and request a copy of your bill.
- And much, much more.

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