

IMMEDIATE RELEASE

LAKELAND ELECTRIC REDESIGNS UTILITY BILLS

LAKELAND, Fla. (June 30, 2020) – Lakeland Electric's customers will begin receiving redesigned utility bills on July 1. The biggest change customers who receive multiple utility services will notice is a new City of Lakeland Utilities logo at the top of their bill. Electric-only customers will continue to see the Lakeland Electric logo at the top of the bill.

The new bill is designed to improve readability, make it easier for customers to distinguish between utility service costs, and draw customers' focus to crucial information. In preparation for this project, Lakeland Electric examined utility bills from across the country and participated in a national utility benchmarking study of bill redesign. The utility implemented the study's key takeaways into their bill redesign by using colors and graphs and limiting text. The redesign project was completed with no increase in production cost.

Customers' due date and amount due are now prominently displayed in a red box on the top right corner of the bill. A donut graph on the first page creates a visual breakdown of each service for multi-service accounts or service tiers for single service accounts. Customers' bill details, including annual usage graph, customer charges, fees, surcharges, and taxes, will now appear on the second page of the bill. Customers will also benefit from seeing important messages appear prominently on the bill.

"As Lakeland's locally owned utility, we are constantly working to improve the customer experience," said Dave Kus, Lakeland Electric Assistant General Manager of Customer Service. "We've worked to design this bill to serve all of our customers' needs, whether customers prefer to take a cursory glance or they want a detailed description of their utility usage."

Lakeland Electric conducted a customer survey in February to help determine the final bill design. Overall design, ease of finding information, and readability survey questions all scored very high. Customer comments included "Best design of a bill," and "Good job on the redesign. Thumbs up."

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JOHN DOE

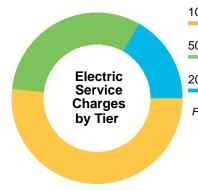
123 ANYWHERE ST LAKELAND FL 33801 US

Account # 3100000

Due Date	Amount Due	
03/04/2020	\$214.22	

Page 1 of 2

Bill Summary



1000 kWh @ 0.05099	\$50.98
500 kWh @ 0.05819	\$29.10
209 kWh @ 0.06429	\$13.44
For a more detailed explana and charges, please see re	tion of rates everse side.

Total Amount Due by 03/04/2020	\$214.22
Total Current Charges	\$214.22
Other Services and Account Charges	\$20.00
Electric Service Charges	\$194.22
Balance Forward	\$0.00
Payments/Credits/Returns since 01/06/2020	\$-220.45
Previous Bill	\$220.45
Billing Date: 02/05/2020	

Billing details located on following page(s).

Message Center

Welcome to your new bill design!

Our bills have been redesigned to make them easier to read than ever before. Easy to find due dates and balances, colorful graphs that let you check your services at a glance, and important messages on the front page are all features of our new bill. Customers who receive multiple services will now see a new City of Lakeland Utilities logo at the top of their bill.

Online: lakelandelectric.com

Mail: P.O. Box 32006 Lakeland, FL 33802-2006

Phone: (863) 834-9535

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Please return this stub along with your payment and note the account number on your check or money order to ensure proper credit to your account.



Account # 3100000

	Due Date	Amount Due	
	DO NOT PAY	\$214.22	
	Bank Draft Amount	\$214.22	
	Bank Draft Date	03/02/2020	

JOHN DOE 123 ANYWHERE ST LAKELAND, FL 33801

VISIT OUR NEW EZ-PAY KIOSKS

Payments will post to your account immediately.

Scan this QR code at our EZ-Pay kiosk to go directly to your account



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Please see back of stub for kiosk locations.

Please note address changes on the back of the payment stub.

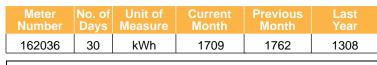


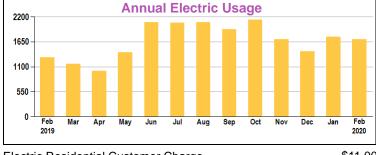
 JOHN DOE
 123 ANYWHERE ST LAKELAND FL 33801 US

Account # 3100000

Bill Detail

Electric Service





Current Electric Service Charges	\$194.22
Florida Regulatory Commission Surcharge	\$0.03
Florida Gross Receipts Tax	\$4.54
Florida Public Service Surcharge	\$11.63
Polk County Public Service Tax	\$12.79
Fuel Charge 1709 KWH @ 0.03275	\$55.97
Environmental Charge 1709 KWH @ 0.0027763	\$4.74
Electric 209 KWH @ 0.06429	\$13.44
Electric 500 KWH @ 0.05819	\$29.10
Electric 1000 KWH @ 0.05099	\$50.98
Electric Residential Customer Charge	\$11.00

Other Services

Monthly Meter Read Fee Opt Out Account	\$20.00
Other Services and Account Charges	\$20.00
The amount due will be drafted at your bank on 03/02/2020	

See summary of all charges on Page 1 of your bill.

Running a business isn't easy, but choosing the right price plan can be. It only takes minutes with our price plan comparison tool. **TRYIT**

LAKELANDELECTRIC.COM/ENERGYTOOLSET

NOW A



LB2020030912475800.xml

The City of Lakeland collects social security numbers for the following purposes: account classification; customer identification; verification; billing; payment; creditworthiness; and any lawful purposes in the conduct of City of Lakeland business.

Address Change

There are several ways to change your mailing address!

- Visit lakelandelectric.com/MyAccount

- Email us at customerservice@lakelandelectric.com

- Call us at 863-834-9535

Our call center hours are, Monday - Friday from 7:30 a.m. to 6:00 p.m.

EZ-Pay Kiosk Locations

Drive-Through Kiosk Lakeland Electric - 501 E. Lemon Street

Walk-Up Kiosk

Larry R Jackson Library - 1700 N. Florida Ave. Kelly Recreation Center - 404 Imperial Blvd. Town Center - 989 E Memorial Blvd.

Electric-Only Account Bill

Your next bill is looking smart.

Same logo on electric only bills.	POWERED FOR LIFE	JOHN DOE 123 ANYWHERE ST LAKELAND FL 33801 US Account # 3100000		Due Date 03/04/2020	Page 1 of 2 Amount Due \$214.22	
Bil Check your services at a glance.	Electric Service Charges	00 kWh @ 0.05099 \$50.98 0 kWh @ 0.05819 \$29.10 9 kWh @ 0.06429 \$13.44 or a more detailed explanation of rates and charges, please see reverse side.	Billing Date: 02/05/20 Previous Bill Payments/Credits/Retu Balance Forward Electric Service Charge Other Services and Acc Total Current Charges Total Amount Due t	irns since 01/06/2020 es count Charges s	and amo \$194.22 \$20.00 \$214.22 \$214.22	ind due date ount due.
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Current Electric Service Charges \$19 Other Services Monthly Meter Read Fee Opt Out Account \$2 Monthly Meter Read Fee Opt Out Account \$2 Other Services and Account Charges \$2 The amount due will be drafted at your bank on 03/02/2020 \$2 See summary of all charges on Page 1 or your bill \$3	Auguste State Stat	Bill detail gr now on page	Scan this C EZ-P to go directly pe back of ge 2.	your account immediately. QR code at our Pay kiosk y to your account <i>stub for kiosk locations</i> .	easy t	odes make it o use our Pay Kiosks.



Your next bill is looking smart.

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Mail: P.O. Box 32006 Lakela	and, FL 33802-2006 🛛 💪 Phone: (86	33) 834-9535	
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	Bank Draft Amount Bank Draft Date	\$214.22 03/02/2020	
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Contact Us Contact Us Electric / Water Billing Inquiries Wastewater / Solid Waste Billing Fallen Power Lines / Water Outages False Alarms (Lakeland Police Dept) Biscellaneous Fire Dept Billings Miscellaneous Fire Dept Billings Sate 24-Hour Power Outage Reporting Sate 24-Hour Payment Hotline	 Our bills have been redesigned to make the than ever before. Easy to find due dates an colorful graphs that let you check your serv and important messages on the front page our new bill. Customers who receive multip now see a new City of Lakeland Utilities log their bill. 	nd balances, rices at a glance, are all features of ele services will
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- Visit lakelandelectric.com/WyAccount UV-III: Unit Visit	VISIT OUR NEW EZ-PAY KIOSKS Payments will post to your account immediately. Scan this QR code at our EZ-Pay kiosk to go directly to your account tail graphs n page 2.	QR codes make it
www.lak	kelandelectric.com	easy to use our Easy Pay Kiosks.