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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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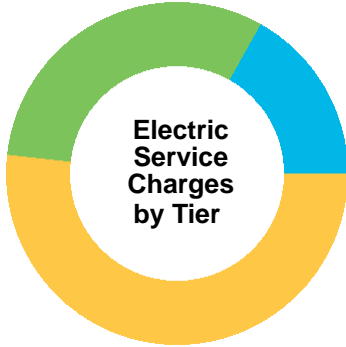


JOHN DOE
 123 ANYWHERE ST
 LAKELAND FL 33801 US

Account # **3100000**

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

Bill Summary



1000 kWh @ 0.05099	\$50.98
500 kWh @ 0.05819	\$29.10
209 kWh @ 0.06429	\$13.44

For a more detailed explanation of rates and charges, please see reverse side.

Billing Date: 02/05/2020

Previous Bill	\$220.45
Payments/Credits/Returns since 01/06/2020	\$-220.45

Balance Forward **\$0.00**

Electric Service Charges	\$194.22
Other Services and Account Charges	\$20.00

Total Current Charges **\$214.22**

Total Amount Due by 03/04/2020 **\$214.22**

Billing details located on following page(s) ▶

Contact Us

- Electric / Water Billing Inquiries 863-834-9535
- Wastewater / Solid Waste Billing..... 863-834-8276
- Fallen Power Lines / Water Outages..... 863-834-4248
- False Alarms (Lakeland Police Dept) 863-834-6940
- Miscellaneous Fire Dept Billings..... 863-834-8201
- 24-Hour Power Outage Reporting..... 866-834-4248
- 24-Hour Payment Hotline 863-834-9535
- TDD (For Hearing Impaired)..... 863-834-8333
- Recycling..... 863-834-8774
- Surge Protection..... 863-834-1500

Message Center

Welcome to your new bill design!

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Online: lakelandelectric.com

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

Phone: (863) 834-9535

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LB2020030912475800.xml

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

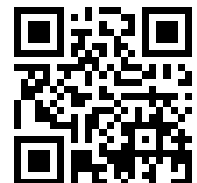
JOHN DOE
 123 ANYWHERE ST
 LAKELAND, FL 33801

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

Please see back of stub for kiosk locations.



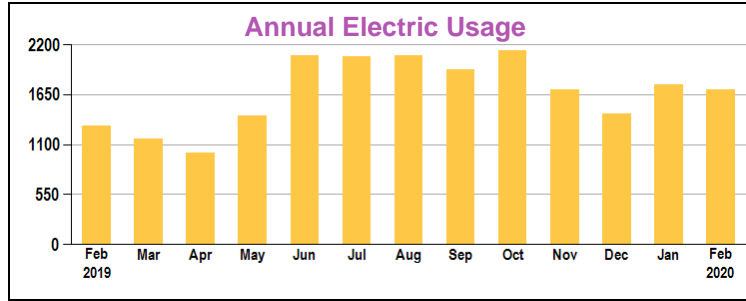
Please note address changes on the back of the payment stub.

Account # **3100000**

Bill Detail

Electric Service

Meter Number	No. of Days	Unit of Measure	Current Month	Previous Month	Last Year
162036	30	kWh	1709	1762	1308



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

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.

TRY IT NOW AT

LAKELANDELECTRIC.COM/ENERGYTOOLSET



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. LB2020030912475800.xml

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.



JOHN DOE
123 ANYWHERE ST
LAKELAND FL 33801 US
Account # 3100000

Page 1 of 2

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

Bill Summary



1000 kWh @ 0.05099	\$50.98
500 kWh @ 0.05819	\$29.10
209 kWh @ 0.06429	\$13.44

For a more detailed explanation of rates and charges, please see reverse side.

Billing Date: 02/05/2020

Previous Bill
Payments/Credits/Returns since 01/06/2020

Balance Forward

Electric Service Charges	\$194.22
Other Services and Account Charges	\$20.00
Total Current Charges	\$214.22

Total Amount Due by 03/04/2020 \$214.22

Billing details located on following page(s).

Easy to find due date and amount due.

Check your services at a glance.

Contact Us

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- Wastewater / Solid Waste Billing 863-834-8276
- Fallen Power Lines / Water Outages 863-834-4248
- False Alarms (Lakeland Police Dept) 863-834-6940
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- TDD (For Hearing Impaired) 863-834-8333
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- Surge Protection 863-834-1500

Message Center

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Important messages are easy to see.

Page 2 of 2

JOHN DOE
123 ANYWHERE ST
LAKELAND FL 33801 US
Account # 3100000

Bill Detail

Electric Service

Month	Rate of Charge	Rate of Allowance	Current Month	Previous Month	Last Year
162036	30	KWh	5709	1762	1308

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TRY IT NOW AT
LAKELANDELECTRIC.COM/PRICE/TOOLKIT

Electric Residential Customer Charge	\$11.00
Electric 1000 KWH @ 0.05099	\$50.98
Electric 500 KWH @ 0.05819	\$29.10
Electric 209 KWH @ 0.06429	\$13.44
Environmental Charge 1709 KWH @ 0.0027763	\$4.74
Fuel Charge 1709 KWH @ 0.00275	\$4.67
Polk County Public Service Tax	\$12.79
Florida Public Service Surcharge	\$11.93
Florida Gross Receipts Tax	\$4.54
Florida Regulatory Commission Surcharge	\$0.03
Current Electric Service Charges	\$194.22

Other Services

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Walk-Up Kiosk
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Kirk Richardson Center - 424 Imperial Blvd.
Town Center - 989 E. Memorial Blvd.

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

Phone: (863) 834-9535

LB2020030912475800.xml
Please print 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

Bill detail graphs now on page 2.

VISIT OUR NEW EZ-PAY KIOSKS
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See back of stub for kiosk locations.



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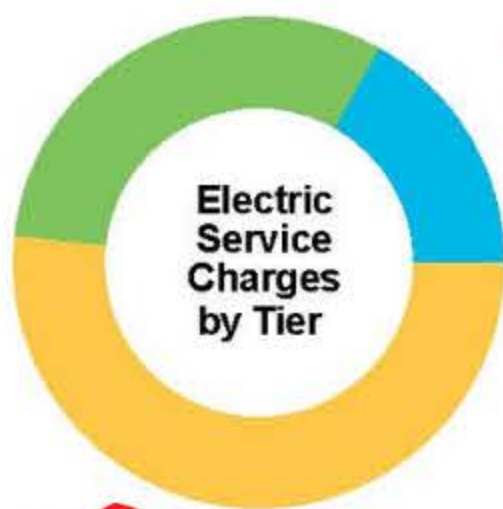


JOHN DOE
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LAKELAND FL 33801 US
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Page 1 of 2

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

Bill Summary



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500 kWh @ 0.05819	\$29.10
209 kWh @ 0.06429	\$13.44

For a more detailed explanation of rates and charges, please see reverse side.

Billing Date: 02/05/2020

Previous Bill
Payments/Credits>Returns since 01/06/2020

Balance Forward

Electric Service Charges	\$194.22
Other Services and Account Charges	\$20.00
Total Current Charges	\$214.22

Total Amount Due by 03/04/2020 \$214.22

Billing details located on following page(s).

Easy to find due date and amount due.

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Account # 3100000

Bill Detail

Electric Service

Rate	Rate of Change	Rate of Adjustment	Current Month	Previous Month	Last Year
162036	30	KWh	5709	1762	1308

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Annual Electric Usage

Month	Usage (kWh)
Jan	1000
Feb	1000
Mar	1000
Apr	1000
May	1000
Jun	1000
Jul	1000
Aug	1000
Sep	1000
Oct	1000
Nov	1000
Dec	1000

Electric Residential Customer Charge	\$11.00
Electric 1000 KWH @ 0.05099	\$50.98
Electric 500 KWH @ 0.05819	\$29.10
Electric 209 KWH @ 0.06429	\$13.44
Environmental Charge 1709 KWH @ 0.0027763	\$4.74
Fuel Charge 1709 KWH @ 0.03275	\$55.37
Polk County Public Service Tax	\$12.79
Florida Public Service Surcharge	\$11.93
Florida Gross Receipts Tax	\$4.54
Florida Regulatory Commission Surcharge	\$0.03
Current Electric Service Charges	\$194.22

Other Services

Monthly Meter Read Fee Opt Out Account	\$20.00
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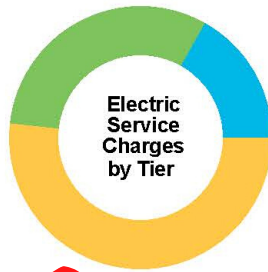


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Due Date	Amount Due
03/04/2020	\$214.22

Bill Summary



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Payments/Credits/Returns since 01/06/2020

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Account # 3100000

Bill Detail

Electric Service

Meter Number	No. of Meters	Unit of Measure	Current Month	Previous Month	Last Year
162036	30	kWh	1709	1782	1308

Annual Electric Usage

Electric Residential Customer Charge	\$11.00
Electric 1000 kWh @ 0.05099	\$50.98
Electric 500 kWh @ 0.05819	\$29.10
Electric 209 kWh @ 0.06429	\$13.44
Environmental Charge 1709 kWh @ 0.0027783	\$4.74
Fuel Charge 1709 kWh @ 0.03275	\$55.97
Polk County Public Service Tax	\$12.79
Florida Public Service Surcharge	\$11.63
Florida Gross Receipts Tax	\$4.54
Florida Regulatory Commission Surcharge	\$0.03
Current Electric Service Charges	\$194.22

Other Services

Monthly Water Head Fee Opt Out Account	\$20.00
Other Services and Account Charges	\$20.00

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