



# 2011 in review: An Annual Report to Customers

2011 was a busy year for Gulf Power as we worked hard to continue to provide you with reliable electric service.

- Our Customer Service Center took more than 1.4 million customer calls.
- Gulf Power employees donated more than \$325,000 to the United Way.
- We installed more than 200,000 new “Smart Meters” and other new electronic systems to strengthen the grid.
- We built a new substation to improve service in the Destin area.
- Our energy experts conducted more than 2,500 free Home Energy Checkups, helping customers find low-cost and no-cost ways to save energy.
- More than 6,000 customers signed up for our EarthCents programs, earning rebates while saving energy.
- More than 10,000 customers received Energy Efficiency Recommendations through the online Energy Checkup at [gulfpower.com](http://gulfpower.com).
- Gulf Power’s Facebook page passed 1,000 likes — linking customers with outage information and ways to save money.



## Wise planning helps lower your bill

Gulf Power customers will see a slight decrease in the overall price of electricity this January as the overall residential price for a residential customer buying 1,000 kilowatt-hours is \$125.80, a decrease of \$1.36. The decrease is a result of lower coal and natural gas prices and efficient management of our electricity generation options.



# Connecting to Gulf Power

Got a question about how much energy you can save by replacing your windows? Just call our new Energy Efficiency Service Center at 877-655-4001, Monday-Friday 7a.m.-7p.m., to find out how to save energy and money.

Our website and online customer care options have also been enhanced to help you request the service you need. You can view and pay your bill, make a payment arrangement, close your account or request other services at [gulfpower.com](http://gulfpower.com). Questions? Call our 24-hour Customer Service Center at 800-225-5797.

## Here are four ways to connect with Gulf Power:

follow us on  
**twitter**

“Like” us on Facebook



Gulf Power  
Company



Go to [gulfpower.com](http://gulfpower.com) for energy-saving tips, to pay your bill securely, and for news and information.

Report power outages on your smartphone at [gulfpower.com](http://gulfpower.com)



Scan this QR Code  
or call 1-800-487-6937

## Need help paying your bill?

Gulf Power offers a way to help even out power bills with Budget Billing. It helps ease the highs and lows of electricity bills following cold and hot weather.

With Budget Billing you pay about the same amount each month, based on an average of your last 12 months of electricity purchases.

The Budget Bill amount is reviewed monthly, and could be adjusted based on the variations in your bill.

This helps you avoid high bill months — particularly in the summer when you buy more electricity for air conditioning and in the winter as temperatures drop.

You can find more information about Budget Billing at [gulfpower.com](http://gulfpower.com).



For a list of agencies that may be able to help you with your electricity bill, please call our Customer Service Center at 1-800-255-5797