



Ohio

Regulation of Competitive Retail Electric (CRES) and Gas Service (CRNGS) Providers

National Association of Regulatory Utility Commissioners
Energy Regulatory Partnership Program

between

The National Agency for Energy Regulation of Moldova

and

The Missouri Public Service Commission

May 15, 2013

Kim M. Wissman

Director, Department of Energy and Environment
Public Utilities Commission of Ohio
Executive Director, Ohio Power Siting Board



National
Association of
Regulatory
Utility
Commissioners



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Certification for Consumer Protection

- PUCO certifies all electric suppliers
- Suppliers are reviewed for:
 - technical capabilities
 - financial capabilities
 - managerial capabilities
- Ensures these companies are qualified to do business in Ohio

Certification

- Required per §4928.08 and §4929.20(A) of the Ohio Revised Code (ORC)
- Required for any retail service supplier and certain governmental aggregators providing competitive retail service to residential and small commercial customers
- The certification application process is covered in §4901:1-24 and §4901:1-27 of the Ohio Administrative Code (OAC), on forms authorized by the Commission

Application Types

Retail Supplier, Provider, or Marketer (CRS)

Assumes the contractual and legal responsibility for the sale and provision of CRNGS (Certified Retail Natural Gas Supplier) or CRES (Certified Retail Electric Supplier) to a retail natural gas or electric customer in this state and having title to the natural gas or electricity at some point during the transaction

Broker/Aggregator (AGG)

Assumes the contractual and legal responsibility for the sale and/or arrangement for the supply of CRNGS or CRES to a retail customer in this state without taking title to the natural gas or electricity

Governmental Aggregator (GAG)

The legislative authority of a municipal corporation, the board of township trustees of a township, or a board of county commissioners of a county that aggregates the citizens of a municipal corporation, township, or unincorporated areas of a county in accordance with §4928.20 or 4929.20 of the Revised Code for the purpose of purchasing electric generation service or retail natural gas on an aggregated basis

Application Review

Applications are reviewed to assure that the applicant is fit and capable of providing the services it intends to provide and that it meets the requirements in these three areas:

- Managerial
- Technical
- Financial

CRNGS Application Example



PUCO USE ONLY - Version 1.07		
Date Received	Case Number	Certification Number
	- GA-CRS	

CERTIFICATION APPLICATION COMPETITIVE RETAIL NATURAL GAS SUPPLIERS

Please type or print all required information. Identify all attachments with an exhibit label and title (*Example: Exhibit A-16 - Company History*). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division, 13th Floor, 180 East Broad Street, Columbus, Ohio 43215-3793.

This PDF form is designed so that you may directly input information onto the form. You may also download the form by saving it to your local disk.

SECTION A - APPLICANT INFORMATION AND SERVICES

A-1 Applicant intends to be certified as: (check all that apply)

☐ Retail Natural Gas Aggregator ☐ Retail Natural Gas Broker ☐ Retail Natural Gas Marketer

A-2 Applicant information:

Legal Name			
Address			
Telephone No.		Web site Address	

A-3 Applicant information under which applicant will do business in Ohio:

Name			
Address			
Web site Address		Telephone No.	

A-4 List all names under which the applicant does business in North America:

A-5 Contact person for regulatory or emergency matters:

Name			Title	
Business Address				
Telephone No.		Fax No.		Email Address

(CRNGS Supplier- Version 1.07) Page 1 of 7

180 East Broad Street • Columbus, OH 43215-3793 • (614) 466-3016 • www.PUCO.ohio.gov
The Public Utilities Commission of Ohio is an Equal Opportunity Employer and Service Provider

A-6 Contact person for Commission Staff use in investigating customer complaints:

Name Title

Business address

Telephone No. Fax No. Email Address

A-7 Applicant's address and toll-free number for customer service and complaints

Customer service address [REDACTED]

Toll-Free Telephone No. [REDACTED] Fax No. [REDACTED] Email Address [REDACTED]

A-8 Provide "Proof of an Ohio Office and Employee," in accordance with Section 4929.22 of the Ohio Revised Code, by listing name, Ohio office address, telephone number, and Web site address of the designated Ohio Employee

Name [redacted] Title [redacted]
Business address [redacted]
Telephone No. [redacted] Fax No. [redacted] Email Address [redacted]

A-9 Applicant's federal employer identification number

A-10 Applicant's form of ownership: (Check one)

- ☐ Sole Proprietorship
- ☐ Partnership
- ☐ Limited Liability Partnership (LLP)
- ☐ Limited Liability Company (LLC)
- ☐ Corporation
- ☐ Other

A-11 (Check all that apply) Identify each natural gas company service area in which the applicant is currently providing service or intends to provide service, including identification of each customer class that the applicant is currently serving or intends to serve, for example: *residential, small commercial, and/or large commercial/industrial (mercantile) customers*. (A mercantile customer, as defined in Section 4929.01(L)(1) of the Ohio Revised Code, means a customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within the state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside of this state. In accordance with Section 4929.01(L)(2) of the Ohio Revised Code, "Mercantile customer" excludes a not-for-profit customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within this state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside this state that has filed the necessary declaration with the Public Utilities Commission.)

(CRNGS Supplier - Version 1.07 Page 2 of 7

Certification Process

- 30-day auto approval timeline, effective on the 31st day
- If there are any issues that cannot be resolved in the 30-day review timeframe, the application will either be:
 - suspended to provide time for the issues to be corrected, or
 - the application withdrawn
- If suspended, the Commission then has 90 days to approve or deny the application
- Once approved, the applicant is issued a numbered certificate
- Certification is effective for two years
- If the company intends to continue to do business in Ohio, applicants then need to submit a renewal application

Renewal Applications

Must be submitted:

- No more than 60 days prior and no less than 30 days prior to expiration of their certification for electric applications
- No more than 90 days prior and no less than 30 days prior to expiration of their certification for natural gas application
- Rule change has been proposed to make the natural gas rule be 60 days prior to expiration to match the electric rule

Gas Marketer Certificate Example

FILE 3

The Public Utilities Commission of Ohio
Ohio Competitive Retail Natural Gas Marketer Certificate
Renewal

Issued pursuant to Case Number(s): **02-1829-GA-CRS** ← Case Number

is

Certificate Number → Ohio Competitive Retail Natural Gas Marketer Certificate Number: **02-024G(5)**

Granted to:

Direct Energy Services, LLC ← Applicant

Whose office or principal place of business is located at:
1001 Liberty Avenue, 12th Floor, Pittsburgh, Pennsylvania 15222

And is hereby certified to provide:

Certification Type → **Retail Natural Gas Marketer Services**
within the state of Ohio, for a two-year period.

Certification Effective:

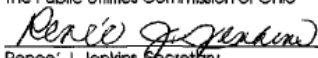
September 17, 2010 through September 17, 2012 ← Effective Dates

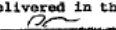
The certification of Ohio competitive retail natural gas marketers is governed by Chapter 4901:1-27 of the Ohio Administrative Code and section 4929.20 of the Ohio Revised Code.

This Certificate is revocable if all of the conditions set forth in the aforementioned case(s) as well as those under law, are not met.

Certified entity is subject to all rules and regulations of the commission, now existing or hereafter promulgated.

Witness the seal of the Commission affixed at Columbus, Ohio
Dated: **October 5, 2010**

By Order of
The Public Utilities Commission of Ohio

Renee J. Jenkins, Secretary
Betty McCauley, Acting Secretary
Mariluth C. Wright, Acting Secretary

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.
Technician  Date Processed **10-5-2010**

Form No. CRNGS/CRS/R-06

What is Governmental Aggregation?

- Aggregation is when a group of customers join together to form a single, larger customer that buys energy for its members.
- A large buying group may be able to get a better price for the group members than you can get on your own.
- In Ohio, local communities such as townships, cities, and counties, are allowed to join their citizens together to buy **natural gas and/or electricity** as a group and thereby gain "buying power" to solicit the lowest price for the group's natural gas and/or electricity needs.

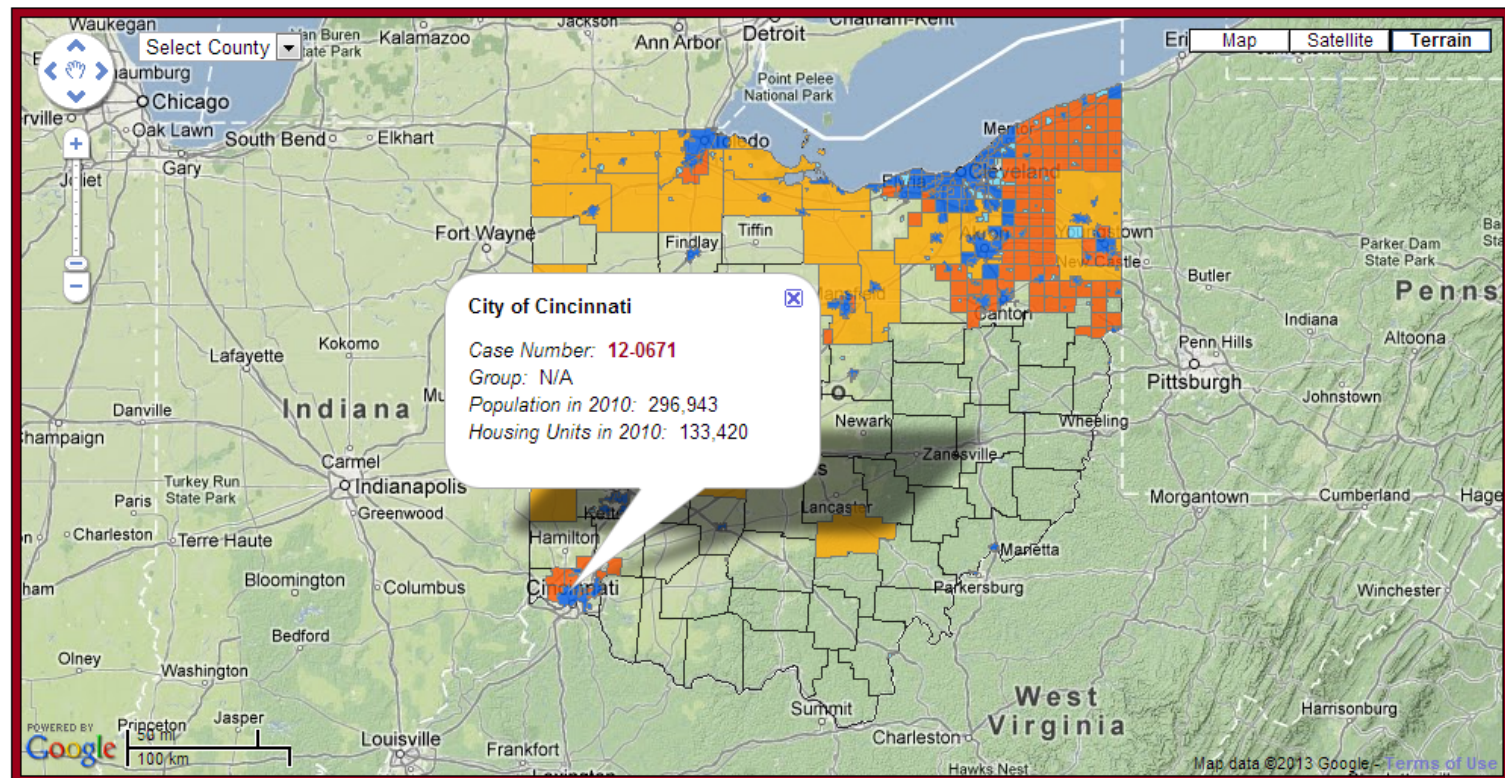
Governmental Aggregation. . .

- All governmental aggregators buying electricity must be certified by the PUCO
- Communities that aggregate to buy natural gas are required to be certified by the PUCO, unless they aggregate under an Ohio Constitution provision which allows "home rule" or the right for communities to take action under their own charters
- If an aggregator is going to provide natural gas and/or electric buying services, it must be certified separately for each industry
- Certification by the PUCO, means they have met strict requirements for doing business in Ohio

Example: City of Cincinnati

Electric Government Aggregators

The following map shows Ohio communities participating in the electric aggregation program. Aggregation is when a group of customers join together to form a single, larger customer that buys energy for its members. The aggregated group may be able to secure a better price than the individual members could on their own. Visit the [program home page](#) for more information. Zoom the map to your area of interest, then click on a community for more information about it. Alternatively, select a county to zoom to it. This map was last updated on October 24, 2012.



Example: City of Cincinnati

- The Cincinnati City Council passed an ordinance authorizing an electric and natural gas aggregation program for consumers to reduce energy costs for consumers and gain other favorable terms in service.
- The ordinance was then put before electors and approved.
- The City of Cincinnati chose First Energy Solutions (FES) as the electricity provider and Duke Energy Retail Services as the natural gas provider for the aggregation program.

<http://www.cincinnati-oh.gov/cityofcincinnati/news/city-saves-residents-163-on-natural-gas-bills/aggregation-frequently-asked-questions/>

(Case Number 12-0671-EL-GAG)

Example: City of Cincinnati

- From City of Cincinnati 'Aggregation Frequently Asked Questions':
 - *In this program, the discount you will receive is fixed, so each month you will save 23 percent off the [electric] generation portion of your bill. Since the actual price per KWH charged by the utility may change each month based on the season and your usage, the price per KWH from FirstEnergy Solutions will also change each month. Regardless, you are guaranteed to save 23 percent off the competitive portion of your electric bill.'*
- The City of Cincinnati is also in negotiations to contract for 100% 'green' energy supply through the purchase of Renewable Energy Credits (RECs), which are defined as the environmental attributes associated with one megawatt hour of electricity generated by a renewable energy resource.

(Case Number 12-0671-EL-GAG)

Opt-Out Aggregation

- Opt-out aggregation is a program that automatically enrolls all local residents, unless they individually opt-out of the program (choose not to be included).
- Most governmental aggregations choose this option.

Opt-Out Aggregation. . .

- If a community chooses this form of aggregation, a number of steps are required:
 - A majority of voters must authorize opt-out aggregation in an election. The issue appears on a primary or general election ballot for your consideration.
 - *Note: The ordinance should not include the name of a specific marketer or supplier to avoid later problems if they should want to change suppliers.*
 - If authorized by a majority of the vote, the local government must form a plan of operation and governance.
 - They must also hold at least two public hearings to allow customers to voice any concerns over the proposed plan.

Opt-Out Aggregation. . .

- Once the local government has adopted the plan, each customer to be aggregated must be notified that they will be automatically enrolled in the program, unless they specifically elect not to participate.
- This notification must also state the rates, charges, and other terms and conditions of enrollment in the program.

Opt-Out Aggregation. . .

- The opt-out notice is usually:
 - a letter accompanied by a post card to be mailed back if you do not want to participate
 - a phone number to call
 - a website to visit to opt-out
- The local government must allow anyone enrolled in the program an opportunity to opt-out every two years for natural gas, and every three years for electric, without paying a penalty.

Opt-In Aggregation

- An opt-in program is one that permits each customer to sign up individually to elect to participate in the program.
- Customers must sign individual contracts
- The plan must include all rates and terms for customers to consider when deciding to join.

Three Main Areas of Oversight

Ohio Administrative Code

- 4901:1-21-05 Marketing and Solicitation
- 4901:1-21-06 Customer Enrollment
- 4901:1-21-12 Contract Disclosure

Marketing and Solicitation

Ohio Administrative Code 4901:1-21-05

- Each CRES provider that offers retail electric generation service to residential or small commercial customers shall provide marketing materials that accompany a service contract
- Marketing materials are required to provide sufficient information for customers to make intelligent cost comparisons against offers they receive from other CRES providers
- CRES providers can extend fixed-rate offers or variable-rate offers to customers

Marketing and Solicitation. . .

Fixed-rate offers shall include:

- The cost per kilowatt hour for generation service
- The amount of any other recurring or nonrecurring CRES provider charges
- Statement that the customer will incur additional service and delivery charges from the electric utility
- Statement of contract contingencies

Marketing and Solicitation. . .

Variable-rate offers shall include:

- A clear and understandable explanation of the factors that will cause the price to vary, including how often the price can change and an explanation of the discount and the basis on which any discount is calculated
- The amount of any recurring or nonrecurring CRES provider charges
- Statement that the customer will incur additional service and delivery charges from the electric utility
- Statement of any contract contingencies or conditions precedent

Marketing and Solicitation. . .

Based on complaints received from consumers, PUCO staff investigates and addresses concerns related to:

- Telephone solicitation initiated by CRES providers
- Violations of the “do not call” list
- Confusing contract language
- Misleading direct solicitation language



Customer Enrollment

Ohio Administrative Code 4901:1-21-06

CRES providers may enroll residential and commercial customers through the following methods:

- Mailings, facsimiles and direct solicitation
- Telephonically
- Internet

Customer Enrollment. . .

- CRES providers must coordinate customer enrollment with the electric utility
- CRES providers are prohibited from enrolling potential customers without their consent and proof of consent
- Before obtaining a signature from the applicant, CRES providers shall give each customer a reasonable opportunity to read all enrollment documents and shall answer any and all questions posed by the applicant
- Immediately upon obtaining the customers signature, CRES providers shall provide the applicant a legible copy of the signed contract
- Percentage of income payment plan customers (PIPP) will be coordinated exclusively by the Ohio Department of Development

Customer Enrollment. . .

Where enrollment occurs by direct solicitation, customers shall be advised both verbally and in the contract that:

- The electric utility will be sending a confirmation notice of the transfer of service
- They are allowed a seven day period to rescind the contract
- The customer should contact the electric utility to rescind the contract

Customer Enrollment. . .

When CRES providers enroll residential and commercial customers **telephonically**, they shall make a date and time stamped audio recording verifying before the completion of the telephone call the following:

- CRES provider's identity and exact purpose of the call
- A verbal statement acknowledging that the call is being recorded
- A verbal question and customer acknowledgement that the customer's local distribution utility is authorized to switch providers by the customer of record
- The services and associated price of the services that will be provided
- Length of the contract term and the contract termination date
- The approximate service commencement date

When CRES providers enroll residential and commercial customers **telephonically**, they shall make a date and time stamped audio recording verifying before the completion of the telephone call the following:

- CRES provider's identity and exact purpose of the call
- A verbal statement acknowledging that the call is being recorded
- A verbal question and customer acknowledgement that the customer's local distribution utility is authorized to switch providers by the customer of record
- The services and associated price of the services that will be provided
- Length of the contract term and the contract termination date
- The approximate service commencement date
- Any fees or costs to the customer
- Who will bill for the provider's service
- A toll-free telephone number the customer may call to cancel the contract
- A unique enrollment confirmation number

In addition to adhering to the requirements for other forms of enrollment, **internet enrollment** web sites shall also include the following:

- A conspicuous prompt for the customer to print or save a copy of the contract
- The CRES provider shall send an electronic enrollment request to the electric utility within three calendar days following completion of the enrollment transaction
- Any electronic version of the contract shall be identified by version number, in order to ensure the ability to verify the particular contract to which the customer assents
- The CRES provider shall provide a mechanism by which both the submission and receipt of the electronic customer consent form are recorded by time and date
- Customers shall be provided with a confirmation number

Contract Disclosure

Ohio Administrative Code 4901:1-21-12

All CRES provider customer contracts shall include the following:

- A notification that the electric utility may charge switching fees to the customer
- A notification that the customer has the right to request from the CRES provider, twice within a twelve month period, up to twenty-four months of the customer's payment history without charge
- The services to be provided by the CRES
- The number of days a customer has to cancel the contract without penalty and the methods for customers to take to make such cancellation by contacting the utility

Contract Disclosure. . .

- A notification that the CRES provider may terminate the contract with at least fourteen calendar days written notice should the customer fail to pay the bill or fail to meet agreed upon payment arrangements
- Any conditions under which a customer can terminate without penalty
- All terms and conditions of service, including any restrictions, limitations, or conditions precedent associated with the service or product offered
- Billing intervals and late payment fees
- Any credit, deposit, and collection procedures

Contract Disclosure. . .

Procedures for handling complaints and disputes, including the following statement:

“If your complaint is not resolved after you have called your electric supplier and/or your electric utility, or for general utility information, residential and business customers may contact the Public Utilities Commission of Ohio (PUCO) for assistance at 1-800-686-7826 (toll free) from eight a.m. to five p.m. weekdays, or at <http://www.puco.ohio.gov>.”

Non-Compliance Process

- Staff monitors for compliance with the CRES and CRNGS rules in a number of ways.
 - Monthly review of call center contacts
 - Investigation of specific cases referred by the call center
 - Media questions and inquiries
 - Marketer complaints via email or phone
- When RSAD Staff determines if there are compliance issues, there are a number of means to address them.
 - Informal contact (phone, email, meeting)
 - Data Request
 - Letter of Probable Non-Compliance
 - Staff Report and Formal Complaint Case

Natural Gas Apples to Apples Charts

Columbia Gas of Ohio Apples to Apples Chart

Publication Date: May 8, 2012

The PUCO produces the Apples to Apples charts to provide consumers with a snapshot comparison of current natural gas supplier price options and contract terms for individual customers. You may also want to check with your local government to see if your community has grouped together citizens into a buying pool to purchase gas. The PUCO updates the charts on a weekly basis and verifies each supplier offer to ensure accuracy. As with all contracts, consumers should carefully read and understand all terms and conditions before signing any forms or agreeing to enroll with a supplier for natural gas service. For a description of Apples to Apples chart-related terms, please refer to **Chart Definitions**.

The PUCO provides the tools you need to calculate your estimated cost. The **Self-Calculation Worksheet** that is available on the PDF version of the Apples to Apples Charts, walks you through the steps needed to manually calculate your own estimated cost. Or, you can access the **Apples to Apples Interactive Calculator** to automatically calculate your estimated costs.

Columbia Gas of Ohio's Rate

The Standard Choice Offer (SCO) rate is based on the New York Mercantile Exchange month-end settlement price, plus a Retail Price Adjustment of \$0.153. The SCO is a monthly variable rate and represents cost associated with the securing natural gas for CGO customers.

Columbia Gas of Ohio's (CGO) current total rate is **\$0.43619** per hundred cubic feet (ccf)
Effective from **April 30, 2012 to May 29, 2012**

This total rate includes:

A Standard Choice Offer (SCO) rate of	\$0.35660 per ccf
A SalesTax amount of	\$0.02407 per ccf, at 6.75%
Transportation costs of	\$0.05552 per ccf (gross receipts tax included)

Chart Tools

- **Apples to Apples Interactive Calculator**
- **PDF version of chart and Self Calculation Worksheet**
- **Chart Definitions**
- **County Sales Tax Map**
- **Columbia Gas of Ohio's Rate**
- **Historical Rate Information**

Interactive
Calculator

Information on current
LDC gas rate

Contact information for Columbia Gas of Ohio: 200 Civic Center Dr., Columbus, OH 43215, (800) 344-4077, www.ColumbiagasofOhio.com.

Interactive Calculator

PUCO > Apples to Apples Charts > Interactive Calculator

Apples to Apples Interactive Calculator

Step 1. Verify that your local gas utility company is correctly selected below, if not please select your company.

☐ Duke Energy Ohio
☐ Columbia Gas of Ohio
☒ Dominion East Ohio
☐ Vectren Energy Delivery of Ohio

Step 2. Enter a supplier base rate from the Apples to Apples chart *Supplier Base Rate* column or supplier literature.

Step 3. Enter your annual gas usage (provided on your monthly bill).

per year

Step 4. Enter your county sales tax rate.

To obtain, call the Ohio Department of Taxation at (614) 466-7351, or access the Ohio Department of Taxation's online [county tax map](#).

%

Step 5. Click calculate.

Complete all information above and use the Calculate button to see the results.

Step 1: Select your LDC, for example, Dominion East Ohio

Step 2: Select an offer from the table

Step 3: Enter your annual usage. This will appear on your bill

Step 4: Input your local sales tax rate

Step 5: Click Calculate

Interactive Calculator. . .

The Interactive Calculator will provide you a comparison of a selected marketer's rate to the current rate from DEO. Note that DEO's gas rate changes monthly.

Your Monthly Estimated Natural Gas Bill

If you choose the supplier: **\$78.27/month**

If you stay with Dominion East Ohio: **\$71.47/month**

Calculation Details

Supplier

Supplier Base Rate:	\$ 5.99000	
Average Monthly Usage (AMU) (80 Mcf/ 12):	x 6.7Mcf	
Subtotal (Supplier Gas Cost Charge):	\$ 40.13	
Sales Tax on Supplier Charge (\$40.13 x 6.5%):	+ \$ 2.61	
Subtotal Supplier Charges:		\$ 42.74
Delivery Charge including Gross Receipts Tax (AMU 6.7 Mcf x Usage-Based Rate \$2.3727):	\$ 15.90	
Basic Monthly Charge, including AMR Cost Recovery and Gross Receipts Tax (BMC):	+ \$ 19.63	
Subtotal Dominion East Ohio Charges:		+ \$ 35.53
Estimated Monthly Cost:		<u><u>\$ 78.27</u></u>

Dominion East Ohio

DEO Current SCO Gas Cost Rate:	\$ 5.03700	
Average Monthly Usage (AMU) (80 Mcf/ 12):	x 6.7 Mcf	
Subtotal (SCO Gas Cost Charge):	\$33.75	
Sales Tax on DEO SCO Gas Cost Charge (\$33.75 x 6.5%):	+ \$ 2.19	
Subtotal Gas Cost:		\$ 35.94
Delivery Charge including Gross Receipts Tax (AMU 6.7 Mcf x Usage-Based Rate \$2.3727):	\$ 15.90	
Basic Monthly Charge, including AMR Cost Recovery and Gross Receipts Tax (BMC):	+ \$ 19.63	
Subtotal Dominion East Ohio Charges		+ \$ 35.53
Estimated Monthly Cost:		<u><u>\$ 71.47</u></u>

Natural Gas Apples to Apples Charts

PUCO-Certified Retail Natural Gas Suppliers Actively Soliciting New Customers

<i>Supplier Name</i>	<i>Web Page Address</i>	<i>Telephone</i>
Border Energy, Inc.	http://www.border-energy.com/	(888) 479-4427
Columbia Retail Energy	http://www.columbiaretailenergy.com	(888) 493-6790
Direct Energy Services, LLC	http://www.directenergy.com	(888) 566-9988
Dominion Energy Solutions	http://www.dom.com/about/companies/retail/choice_eoe.jsp	(800) 990-4090
Energy Cooperative of Ohio	http://www.ohioenergycoop.org	(877) 439-3706
Energy Plus Natural Gas LP	http://www.energypluscompany.com/	(855) 405-3098
Integrys Energy Services, Inc.	http://www.integrysenergy.com	(866) 336-5547
Just Energy	http://www.justenergy.com/	(877) 226-5371
MxEnergy, Inc.	http://www.mxenergy.com	(888) 898-4323
Ohio Natural Gas	http://www.onlyong.com	(888) 466-4427
Santanna Energy Services	http://www.santannaenergyservices.com	(800) 827-0067
Spark Energy Gas, LP	http://www.sparkenergy.com	(800) 982-1468
Vectren Source	http://www.vectrensource.com	(888) 440-9582
Volunteer Energy Services, Inc.	http://www.volunteerenergy.com	(800) 977-8374
XOOM Energy Ohio, LLC	http://www.xoomenergy.com	(888) 997-8979

Natural Gas Apples to Apples Charts

Supplier Plans, Rates, Terms and Descriptions

Listed below are the natural gas plan offers of PUCO-certified suppliers, per Ccf. Published offers are subject to change without prior notice. The **Supplier Total Rate**, which is the price to compare, includes the **Supplier Base Rate** and **CGO's current transportation charge**. If comparing Supplier Total Rate to CGO's total SCO rate, which is currently set at **\$ 0.43619 /Ccf**, keep in mind that the Supplier Base Rate is exclusive of applicable state and county sales tax, whereas CGO's total SCO rate includes applicable sales tax at a rate of 6.75%.

As CGO's transportation rate historically changes quarterly, the Supplier Total Rate is subject to change post publication; therefore, this information should be used only as a guide. Consumers should verify offers with the supplier before signing a contract. **The PUCO is not responsible for selections you make based on the information contained herein.**

Local Distribution Company	SCO Rate per ccf	Total Rate per ccf	Effective Date
Columbia Gas	\$0.35660	\$0.43619	April 30, 2012 to May 2

Note: Supplier Total Rate adds LDC Transportation Rate to Base Rate

Fixed Rate Plan

Supplier Name	Plan ID	Supplier Base Rate	Supplier Total Rate	Contract Term	Plan Description	Contract Early Termination Fee
Border Energy, Inc.	17859	\$0.57900	\$0.63452	13-Month	.579 per ccf fixed May 2012 to Jun 2013; variable thereafter	\$75.00
Columbia Retail Energy	17846	\$0.54900	\$0.60452	Through 06/2013 Billing Cycle		\$0.00
Direct Energy Services, LLC	17874	\$0.49900	\$0.55452	6-Month		\$0.00
Dominion Energy Solutions	17852	\$0.51900	\$0.57452	Through 06/2013 Billing Cycle		\$50.00
Integrus Energy Services, Inc.	17912	\$0.59800	\$0.65352	36-Month	Term is June 2012 - May 2015	\$75.00
	17911	\$0.56900	\$0.62452	24-Month	Term is June 2012 - May 2014	\$75.00
	17910	\$0.54900	\$0.60452	12-Month	This Fixed Rate includes the Price Match Guarantee	\$75.00
Just Energy	17827	\$0.69900	\$0.75452	12-Month		\$50.00
MxEnergy, Inc.	17861	\$0.59900	\$0.65452	12-Month		\$150.00
	17860	\$0.68900	\$0.74452	6-Month		\$150.00

Electric Apples to Apples Charts

Offer Input Process

- Suppliers send information on new offers and/or updates to current offers by email.
- Electric Apples to Apples webpage table of offers is updated weekly on Mondays.
- Unlike Natural Gas, electric rate comparison is based on the customer's specific price to compare, that is provided on their monthly bill.

Electric Apples to Apples Charts

Price to Compare

- Calculated based on the total amount a customer would no longer pay their utility company for the generation portion of their electric supply if they choose another supplier, divided by the kilowatt hours used.

Electric Apples to Apples Charts

Price to Compare

- In order for the customer to save money, the new supplier's rate needs to be lower than the Price to Compare rate shown on the customer's bill.
- In general, the generation portion of the bill is about 50% of the total monthly charges.
- So any potential savings are only applicable to about half the customer's total monthly costs.
- For example, if a supplier offers a rate that is 10% less than the customer's price to compare, and their bill is \$100, they will save about \$5 off their total bill.

Electric Apples to Apples Charts

Electric Apples to Apples Chart

Current Supplier Rate Offers

The chart below reflects the current supplier rate offers provided by the suppliers to residential customers in the AEP, Dayton Power and Light, Duke Energy and First Energy service areas.

Please refer to your most recent bill for your current price to compare.

Price to Compare

In order for you to save money, the new supplier's rate needs to be lower than the Price to Compare rate shown on your bill. The Price to Compare is calculated based on the total amount you would no longer pay your utility company for the generation portion of your electric supply if you choose another supplier, divided by the kilowatt hours used.

The calculation determining the Price to Compare varies by utility company. As always, you will still be responsible for the utility company distribution charges and any related riders on your utility bill. Please consult the utility's web site for specific information. As with any contract, read and understand all terms and conditions before signing up with a supplier.

Electric Apples to Apples Charts

Publication Date: May 14, 2012

Published offers are subject to change without prior notice. Consumers should verify offers with the supplier before signing a contract. As with all contracts, consumers should carefully read and understand all terms and conditions before signing any forms or agreeing to enroll with a supplier for electric service.

Before choosing a supplier, please review the information on the [Choosing an Electric Supplier](#) page.

The PUCO is not responsible for selections you make based on the information contained herein.

Step 1: Compare the supplier offers contained in the chart with the "Price to Compare" shown on your electric bill.

Note: The "Tariff" code referenced in some of the Offer Details can be found on your monthly electric bill, under the charges from the utility.

Step 2: In order for you to save money, the new supplier's rate needs to be lower than the Price to Compare rate shown on your bill.

Electric Apples to Apples Charts

Price to Compare – AEP Bill Information Example

Service Address: AEP OHIO CUSTOMER 123 ANY ADDRESS ANY CITY, OH 45784-5111	Rate Tariff: Residential Service-014												
	<table><tr><th>Account Number</th><th>Total Amount Due</th><th>Due Date</th></tr><tr><td>070-999-999-9-9</td><td>\$67.62</td><td>Oct 12, 2010</td></tr><tr><th>Meter Number</th><th>Cycle-Route</th><th>Bill Date</th></tr><tr><td>999999999</td><td>20-01</td><td>Sep 24, 2010</td></tr></table>	Account Number	Total Amount Due	Due Date	070-999-999-9-9	\$67.62	Oct 12, 2010	Meter Number	Cycle-Route	Bill Date	999999999	20-01	Sep 24, 2010
Account Number	Total Amount Due	Due Date											
070-999-999-9-9	\$67.62	Oct 12, 2010											
Meter Number	Cycle-Route	Bill Date											
999999999	20-01	Sep 24, 2010											
	Previous Charges												
	Total Amount Due At Last Billing \$ 267.35												

Price-to-Compare: For tariff 014, in order to save you money a new supplier must offer you a price lower than 6.5 cents for KWH for the same usage that appears on this bill. You may contact AEP at the phone number shown on this bill to receive additional information, including a written explanation, about this Price-to-Compare.

calling AEP at the number printed on this bill. This brochure includes information about customer rights and responsibilities as required by PUCO.	Distribution Service 27.11																												
Do Not Tamper - Tampering with an energized electric meter can cause serious injury or death. If you suspect a problem with your meter, call the customer service number listed on your electric bill for assistance. In addition, meter tampering is illegal and can result in fines and/or imprisonment.	Customer Charge 4.52																												
Pursuant to state law, the Universal Service Fund rider rate has been adjusted effective with this bill.	Current Electric Charges Due \$ 67.62																												
Flip the Switch and turn off your paper bill. You will gain the benefit of receiving an email when your bill is ready to be viewed and the results of electric health checks.	Total Amount Due \$67.62																												
	Due Date Oct 12																												
	Price-to-Compare: For tariff 014, in order to save you money a new supplier must offer you a price lower than 6.5 cents for KWH for the same usage that appears on this bill. You may contact AEP at the phone number shown on this bill to receive additional information, including a written explanation, about this Price-to-Compare.																												
	<table><tr><th>Meter Number</th><th>Service Period From</th><th>To</th><th>Previous Actual</th><th>Code</th><th>Current Actual</th><th>Code</th></tr><tr><td>999999999</td><td>08/25</td><td>09/24</td><td>45931</td><td></td><td>46487</td><td></td></tr><tr><td colspan="3">Multiplier 1</td><td colspan="4">Metered Usage: 556 KWH</td></tr><tr><td colspan="7">Next scheduled read date should be between Oct 22 and Oct 27</td></tr></table>	Meter Number	Service Period From	To	Previous Actual	Code	Current Actual	Code	999999999	08/25	09/24	45931		46487		Multiplier 1			Metered Usage: 556 KWH				Next scheduled read date should be between Oct 22 and Oct 27						
Meter Number	Service Period From	To	Previous Actual	Code	Current Actual	Code																							
999999999	08/25	09/24	45931		46487																								
Multiplier 1			Metered Usage: 556 KWH																										
Next scheduled read date should be between Oct 22 and Oct 27																													
	12 Month Usage History	Total KWH for Past 12 Months is 8,268																											

Price to Compare Information

Suppliers

GAS

- Local Distribution Company - 26
- Aggregator – 61
- Broker – 79
- Government Aggregator – 135
- Marketers
 - Large Industrial – 59
 - Residential and Small Commercial - 62

Electric

- Electric Distribution Utility – 7
- Broker/Aggregator – 255
- Government Aggregator – 137
- Marketer – 81
- Generating Company – 31

**Summary of Switch Rates from EDUs to CRES Providers in Terms of Sales
For the Month Ending March 31, 2012
(MWh)**

Provider Name	EDU Service Area	Quarter Ending	Year	Residential Sales	Commercial Sales	Industrial Sales	Total Sales
Cleveland Electric Illuminating Company	CEI	31-Mar	2012	114116	61685	57859	235119
CRES Providers	CEI	31-Mar	2012	362315	479455	456962	1298733
Total Sales	CEI	31-Mar	2012	476431	541140	514821	1533852
EDU Share	CEI	31-Mar	2012	23.95%	11.40%	11.24%	15.33%
Electric Choice Sales Switch Rates	CEI	31-Mar	2012	76.05%	88.60%	88.76%	84.67%

Provider Name	EDU Service Area	Quarter Ending	Year	Residential Sales	Commercial Sales	Industrial Sales	Total Sales
Duke Energy Ohio	DUKE	31-Mar	2012	371024	102836	31480	527704
CRES Providers	DUKE	31-Mar	2012	162231	373479	386475	1009737
Total Sales	DUKE	31-Mar	2012	533255	476315	417955	1537441
EDU Share	DUKE	31-Mar	2012	69.58%	21.59%	7.53%	34.32%
Electric Choice Sales Switch Rates	DUKE	31-Mar	2012	30.42%	78.41%	92.47%	65.68%

Provider Name	EDU Service Area	Quarter Ending	Year	Residential Sales	Commercial Sales	Industrial Sales	Total Sales
AEP - Ohio	AEP	31-Mar	2012	1073252	634987	1125352	2842983
CRES Providers	AEP	31-Mar	2012	86288	433570	462244	983184
Total Sales	AEP	31-Mar	2012	1159540	1068557	1587596	3826167
EDU Share	AEP	31-Mar	2012	92.558%	59.425%	70.884%	74.304%
Electric Choice Sales Switch Rates	AEP	31-Mar	2012	7.442%	40.575%	29.116%	25.696%

Provider Name	EDU Service Area	Quarter Ending	Year	Residential Sales	Commercial Sales	Industrial Sales	Total Sales
The Dayton Power and Light Company	DPL	31-Mar	2012	377191	85953	19841	528239
CRES Providers	DPL	31-Mar	2012	59787	199274	281097	604212
Total Sales	DPL	31-Mar	2012	436978	285227	300938	1132451
EDU Share	DPL	31-Mar	2012	86.32%	30.13%	6.59%	46.65%
Electric Choice Sales Switch Rates	DPL	31-Mar	2012	13.68%	69.87%	93.41%	53.35%

Source: PUOCO, Energy & Environment

Note1: Total sales includes residential, commercial, industrial and other sales.

Note2: The switch rate calculation is intended to present the broadest possible picture of the state of retail electric competition in Ohio. Appropriate calculations made for other purposes may be based on different data, and may yield different results.

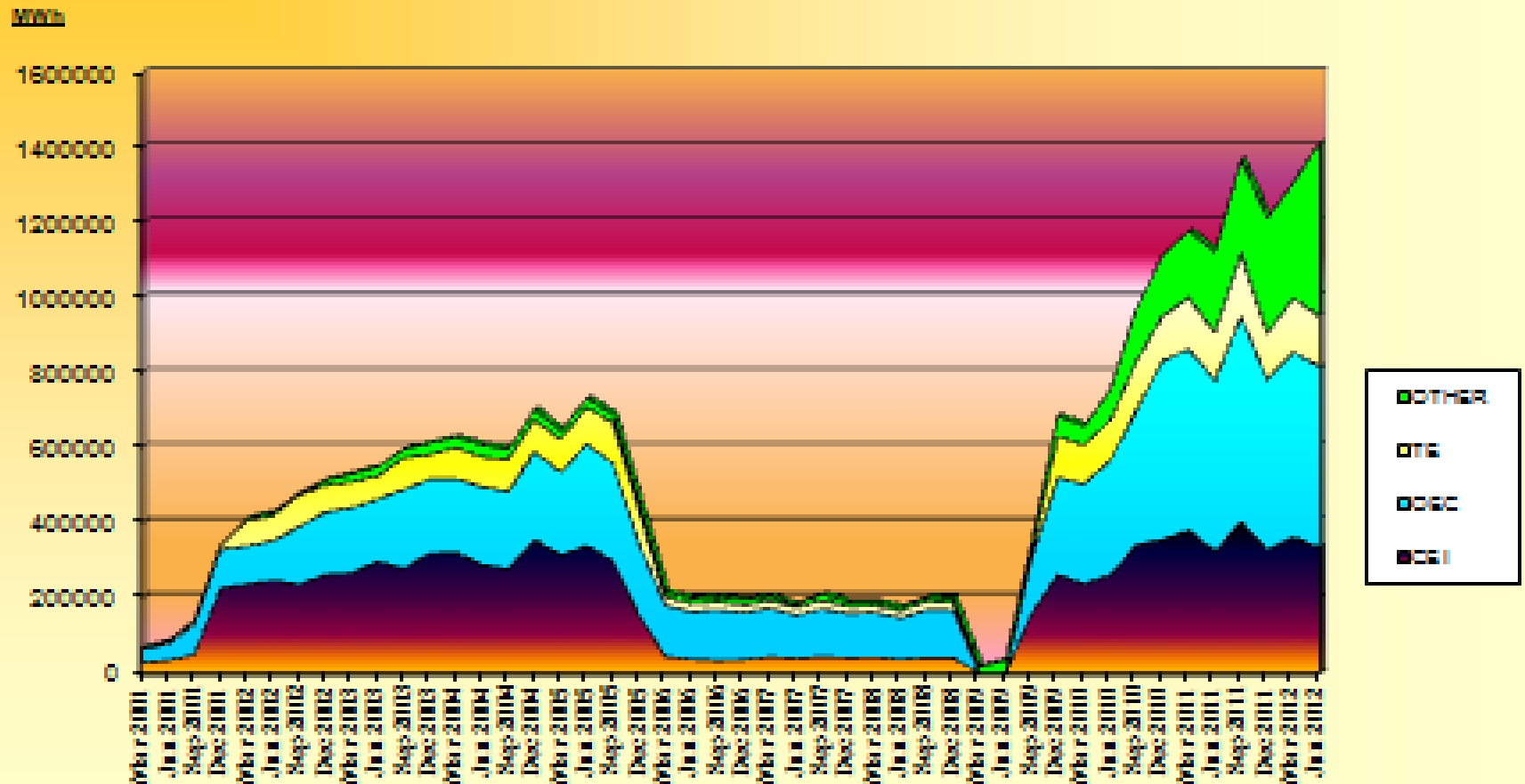
Note3: "Total Sales" include "Other Sales" (e.g. street lighting).

Note4: CSP and OP has merged into AEP-Ohio

*****UPDATED

[Electric CHOICE Switching Rate Report](#)

Electric Choice RESIDENTIAL MVWh Switching January 2001 - June 2012



Applicable Rules

Ohio Administrative Code

For retail suppliers, brokers, and aggregators:

- §4901:1-21 Rules for Competitive Retail Electric Service
- §4901:1-23 Electric Reliability, Customer Service, and Safety
- §4901:1-24 Application for Certification to Operate as a Provider of Competitive Retail Electric Services
- §4901:1-25 Market Monitoring
- §4901:1-27 Minimum Requirements for Competitive Retail Natural Gas Service Certification
- §4901:1-28 Formation and Operation of Natural Gas Governmental Aggregations
- §4901:1-29 Minimum Service Requirements for Competitive Retail Natural Gas Service
- §4901:1-34 Noncompliance



THANK YOU!