

BEFORE
THE PUBLIC UTILITIES COMMISSION OF OHIO

In the Matter of the Application of the)	
Ohio Edison Company, The Cleveland)	
Electric Illuminating Company, and The)	Case No. 16-0252-EL-UNC
Toledo Edison Company for Approval)	
Of Changes to the Bill Format for Electric)	
Service)	

**APPLICATION OF OHIO EDISON COMPANY, THE CLEVELAND ELECTRIC
ILLUMINATING COMPANY, AND THE TOLEDO EDISON COMPANY FOR
CHANGES TO ELECTRIC SERVICE BILL FORMAT**

Pursuant to Rules 4901:1-10-22(C), 4901:1-10-33(F) and 4901:1-10-35, Ohio Administrative Code (“O.A.C.”) and in accordance with the Commission’s December 9, 2015 Entry in Case No. 14-1411-EL-ORD, Ohio Edison Company, The Cleveland Electric Illuminating Company and The Toledo Edison Company (“Companies”) hereby file an Application for Changes to Electric Service Bill Format (“Application”). The Companies’ bill format, inclusive of the changes proposed herein, will continue to comply with the requirements of Rules 4901:1-10-22 and 4901:1-10-33, O.A.C.

On October 15, 2014, in Case No. 14-1411-EL-ORD, the Commission issued proposed rules for comment which included a new rule, 4901:1-10-35 to implement the required cost disclosures in Sub. S.B. No. 310 (“S.B. 310”), specifically R.C. 4928.65. On December 17, 2014, the Commission issued its Finding and Order in Case No. 14-1411-EL-ORD approving the proposed rules. The rules became effective on December 11, 2015.

Rule 4901:1-10-35(B), O.A.C. provides in pertinent part:

(B) Each electric distribution utility (EDU) shall list on all customer bills sent by the EDU, the individual customer cost of compliance for paragraphs (B)(1)¹, (B)(2)², and (B)(3)³ of this rule for the applicable billing period. Consolidated bills set by the EDU, which include supplier charges, shall include the EDU's individual customer cost of compliance for paragraphs (B)(1), (B)(2) and (B)(3) of this rule for the applicable billing period.

Rule 4901:1-10-35(B)(4) provides: "Each of these costs shall be listed on each customer's monthly bill as a distinct line item." Furthermore, in the Commissions' December 17, 2014

Finding and Order in Case No. 14-1411-EL-ORD, the Commission ordered:

- EDUs to provide a "temporary, short, informational statement on bills" for the three consecutive bills beginning with the change in bill format that informs customers of the new cost disclosures. The Commission noted its approval of the language "New information on your bill shows specific charges for the costs of energy efficiency, peak demand reduction, and renewable energy. These charges are not new, but previously were consolidated with other charges on your bill."⁴
- "[S]hould an EDU or CRES provider wish to display the calculations of the compliance cost line items, it shall have the option of displaying the usage components in kWh format, rather than a MWh format...[However an EDU] must still display the calculated costs, which should appear as the cost for each line item for that month's bill, not as a cost per kWh or MWh."⁵
- "...the line item disclosures should be placed on the bill in a bill message or similar area."⁶

An example of the bill reflecting the proposed changes is attached hereto and incorporated herein. This bill format will be used for all of the Companies. The Companies' proposed bill format incorporates all of the following elements of Rule 4901:1-10-35, O.A.C. and the Commission's December 17, 2014 Finding and Order:

- Separate line items for costs for: 1) renewable energy resource requirement; 2) energy efficiency savings requirement; and 3) peak demand reduction requirement;

¹ Costs for renewable energy resource requirement.

² Costs for energy efficiency savings requirement.

³ Costs for peak demand reduction requirement.

⁴ December 17, 2014 Finding and Order at 5.

⁵ *Id.* at 8.

⁶ *Id.* at 9.

- Bill messaging with slight edits provided by Staff;
- Approved kWh calculation and total costs; and
- Line items in bill messaging area.

The example is intended to exhibit the appearance of the bill format reflecting the changes discussed above. Be advised, however, that any names, numbers, amounts, charges, usage levels, etc. included in the attached examples are for illustrative purposes only. No actual customer names, charges or usage figures were used. Moreover, the sample bill shows a typical bill that does not contain other bill messages such as disconnection. However, the example does accurately reflect the proposed bill format. Staff also has had the opportunity to review the attached sample bill. The sample bill is marked as Exhibit 1.

The Companies respectfully request approval of their proposed bill format.

Respectfully submitted,

/s/ Carrie M. Dunn
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On behalf of Ohio Edison Company,
The Cleveland Electric Illuminating
Company, and The Toledo Edison Company

Messages (Continued)

Explanation of Terms

<p>Bypassable Generation and Transmission Related Component - Charges for purchasing power and delivering it through the transmission system. These charges are avoided when switching to a Certified Retail Electric Service provider.</p> <p>Cost Recovery Charges - Recovers previously incurred costs, including PUCO-approved Phase-In Recovery Charges CEI collects from all customers on behalf of CEI Funding, LLC which owns the right to impose and collect such charges.</p> <p>Customer Charge - Monthly charge that offsets costs for billing, meter reading, equipment, and service line maintenance.</p> <p>Distribution Related Component - Charge for moving electricity over distribution lines to a service location.</p> <p>Economic Development Component - Charges related to economic development support.</p> <p>Estimated Reading - On the months we do not read a meter, we calculate the bill based on past electrical usage.</p>	<p>KWH (Kilowatt Hour) - A unit of measure for electricity usage equal to 1,000 watts used for one hour.</p> <p>Late Payment Charge - A charge added to the bill on balances owed after the Due Date.</p> <p>Price to Compare (PTC) - The utility's price per KWH for bypassable generation and transmission; can be compared with the price offered by another supplier.</p> <p>Residential Distribution Credit - A distribution credit for a qualifying rate applied to all usage over 500 KWH during the winter billing period.</p> <p>Residential Generation Credit - A credit for a qualifying rate and usage applied to all usage during the billing periods beginning October 31 and ending March 31.</p> <p>Residential Non-Standard Credit - A generation credit for a qualifying rate applied to all usage over 500 KWH during the winter billing period.</p>
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Important Information

If you have billing questions or complaints about your Illuminating Company account or for a written explanation of the Price to Compare:

Call Customer Service at 1-800-589-3101 from Monday - Friday, 8:00 a.m. - 6:00 p.m.

Call Payment Options at 1-800-686-9901 from Monday - Friday, 8:00 a.m. - 6:00 p.m.

Visit our web site at <http://www.firstenergycorp.com>

Write to us at The Illuminating Company, 76 S. Main St., A-RPC, Akron, OH 44308-1890.

Customers with hearing or speech impairments can contact the Telecommunications Relay Service (TRS) at 711.

We welcome the opportunity to work with you and will try to answer your questions. If your complaint is not resolved after you have called 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>. Hearing or speech impaired customers may contact the PUCO via 7-1-1 (Ohio relay service).

The Ohio consumers' counsel (OCC) represents residential utility customers in matters before the PUCO. The OCC can be contacted at 1-877-742-5622 (toll-free) from eight a.m. to five p.m. weekdays, or at <http://www.pickocc.org>.

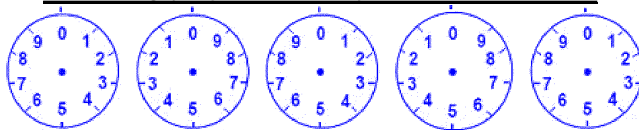
For Energy Assistance: Contact the Home Energy Assistance Program (HEAP) at 1-800-282-0880 (TDD/TTY 1-800-686-1557) Monday - Friday between 8:00 a.m. and 5:00 p.m.

For your protection, all of our employees wear Photo I.D. badges.

Electronic Check Conversion - Your check authorizes us either to make a one-time electronic funds transfer (EFT) from your account or process as a check. If you have questions about this program, call 1-866-283-8081.

To provide a customer meter reading, use the dials provided and enter the reading on-line at www.firstenergycorp.com/aboutyourbill or by calling 1-800-589-3101. Say "Meter Reading" when asked "Which of these can I help you with today?" Have the date you took the reading available.

Provide reading by telephone or on-line only: DO NOT MAIL



Draw hands on the dials exactly as they appear on your electric meter. When reading your meter, if the hand falls between two numbers, always report the lower number.

If you have a **DIGITAL METER** write the numbers here:

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Commission of Ohio Docketing Information System on

2/1/2016 12:45:49 PM

in

Case No(s). 16-0252-EL-UNC

Summary: Application for Changes to Electric Service Bill Format electronically filed by Ms. Carrie M Dunn on behalf of The Toledo Edison Company and The Cleveland Electric Illuminating Company and Ohio Edison Company