

BEFORE

THE PUBLIC UTILITIES COMMISSION OF OHIO

In the Matter of the Commission's Prom-)
ulgation of Rules for Electric Transition) Case No. 99-1141-EL-ORD
Plans and of a Consumer Education Plan,)
Pursuant to Chapter 4928, Revised Code.)

ENTRY

The Commission finds:

- (1) Ohio Power Company, Columbus Southern Power Company, the Cincinnati Gas & Electric Company, the Dayton Power and Light Company, Monongahela Power Company, Ohio Edison Company, Toledo Edison Company, and Cleveland Electric Illuminating Company (hereinafter referred to as Companies) are electric light companies as defined in Section 4905.03 (A) (4), Revised Code, and public utilities as defined in Section 4905.02, Revised Code. As such, these companies are subject to the jurisdiction of the Public Utilities Commission in accordance with Sections 4905.04 and 4905.05, Revised Code.
- (2) Last year the Ohio General Assembly passed, and the Governor signed, legislation that will require the restructuring of the electric industry and provides for retail electric competition with regard to the generation component of electric service (Amended Sub. Senate Bill No. 3 of the 123rd General Assembly). Section 4928.42, Revised Code, requires the Companies to spend, in the aggregate, \$33 million during the transition period to educate Ohio's consumers about their new choices for electric service. Section 4928.42, Revised Code, also directs the Commission to prescribe and adopt by order a general plan for consumer education.
- (3) On November 30, 1999, in this docket, the Commission adopted the General Plan for Consumer Education. This plan includes obtaining the services of advertising, public relations, and/or market research consulting firms to aid in the execution of a statewide mass media campaign to educate Ohioans. The process for obtaining the services of these firms is for the Commission to issue a request for proposals (RFP); an advisory group to review the bids, rank the top ten responses, and provide a description of each; and the Commission to award the contract.

- (4) Pursuant to the Commission's entry of December 21, 1999, the Commission's Staff (Staff) prepared and issued an RFP ED99-1 to solicit proposals from consultants. Forty-six consultants submitted proposals by January 14, 2000, for the advertising, public relations, and/or market research components of the campaign.
- (5) Pursuant to Attachment II, Section(C)(2), of the Commission's November 30, 1999 Finding and Order, the advisory group was convened to elicit input on: (a) the selection of the advertising agency; (b) the development of the messages and the means of distribution for the campaign; and (c) the development of the statewide campaign. The advisory group evaluated the proposals based on the general criteria set for in the RFP and invited 15 firms to make presentations. On February 29, 2000, the advisory group filed in this docket its evaluation of the top ten consulting firms based on presentations from the consulting firms and filed a report setting forth its recommendations for the selection of the advertising, public relations, and market research consulting firms for the General Plan for Consumer Education.
- (6) The advisory group recommends that The Center for Research and Public Policy be selected to perform the market research component of the project, that Fitzgerald+Co be selected to perform the advertising component of the project, and High Point-Franklin be selected to perform the public relations component of the project as outlined in the RFP. The Commission concurs with the advisory group's recommendation and approves the selection of The Center for Research and Public Policy, Fitzgerald+Co., and High Point-Franklin. These firms shall perform the analysis pursuant to the conditions set forth in our December 21, 1999 entry and the RFP.
- (7) Pursuant to our December 21, 1999 entry, the Commission directed that the cost of any contract with consulting firms would be borne by the Companies and coordinated by the Ohio Electric Utility Institute. The Companies shall make appropriate arrangements with the firms for such payment and shall make such payments pursuant to the arrangements solely upon the instruction of the Staff. Final selection of The Center for Research and Public Policy for the market research component, Fitzgerald+Co for the advertis-

ing component, and High Point-Franklin for the public relations component are subject to appropriate final contract negotiations between the firms and the Ohio Electric Utility Institute, as overseen by Staff. The contracts shall be filed with the Commission and shall be subject to Commission approval. The Commission will review the filed contracts and, if they are found to be acceptable, issue a subsequent entry approving the contracts.

- (8) The consulting firms shall perform their duties as independent contractors. Neither the Commission nor its Staff shall be liable for any acts committed by the consulting firms in the performance of their duties.
- (9) A key component of the advertising and public relation campaign is a toll-free number to put consumers in touch with live assistance and to provide consumers with additional information. Inasmuch as responsiveness to consumers is critical to the success of the campaign and based on the experiences of other states that have embarked on the same challenge, the Staff has recommended that the Commission establish an outsourced call center. The Commission concurs with Staff's recommendation for an outsourced call center and will direct Staff to explore with Fitzgerald+Co and High Point-Franklin the most effective way to implement this recommendation.

It is, therefore,

ORDERED, That The Center for Research and Public Policy, Fitzgerald+Co, and High Point-Franklin are hereby selected to perform their respective components of the General Plan for Consumer Education as set forth above, subject to their contracts being approved by the Commission. It is, further,

ORDERED, That the Companies, Staff, and the consultant firms shall observe the requirements set forth in this entry. It is, further,

ORDERED, That a copy of this entry be served upon the Companies and The Center for Research and Public Policy, Fitzgerald+Co, and High Point-Franklin.

THE PUBLIC UTILITIES COMMISSION OF OHIO

Alan R. Schriber, Chairman

Ronda Hartman Fergus

Craig A. Glazer

Judith A. Jones

Donald L. Mason

RRG:jkg