



Oh, you wouldn't just pay whoever shows up to fix this wall, so why just blindly pay for the utilities that run behind it?



Energy Choice Ohio
powered by *choice*.

Powered by choice. For nearly 100 years in Ohio, your energy – electric and natural gas – services and rates have been regulated by the Public Utilities Commission of Ohio (PUCO). Under this regulation, a single company served you. Since choosing a supplier to provide your energy services was not an option, the rates a company charged were set by the PUCO. The resulting rates allowed the utility to recover its expenses, plus an agreed upon margin of profit for their investment. The PUCO's job remains to balance the interests of the utility within the interests of its customers.

The power for Ohioans to choose their energy supplier has been around for more than a decade. Ohio initiated these reforms to remain competitive in business and industry and in order to bring jobs and economic developments to Ohio. Now, residential

consumers are able to take advantage of the same competitive markets that manufacturers and industrial consumers have engaged in for years. In fact, we are already seeing the benefits of choice in Ohio, as nearly 2 million electric customers and 1.7 million natural gas customers are already participating either individually or with aggregation groups.

The PUCO's role is to make the emerging competitive environment as even as possible for all players. To accomplish this goal, the PUCO works to provide consumers with the valuable information, tools and resources they need to make educated choices.

We do not sell anything. We exist for you.
Compare offers at www.energychoice.ohio.gov

Energy Choice Ohio is an awareness effort of the Public Utilities Commission of Ohio.

What is Energy Choice?

Just as you shop for other products and services, you may also be able to shop for an energy supplier. With Energy Choice Ohio, energy customers from large manufacturers to residential homeowners are able to shop for energy options from a diverse group of competitive suppliers certified by the PUCO. As more suppliers are offering their services in your area, you have the opportunity to choose the company that supplies the generation of your electricity and production of natural gas.

The Power of Choice.

While the PUCO cannot guarantee that your bills will decrease if you participate, Energy Choice Ohio gives consumers a greater variety of pricing plans and allows consumers more freedom to determine what is the best option for their household or business. Energy Choice Ohio is the best of both worlds. Participation not only gives you the freedom to work with a supplier and take advantage of unique product offerings, but also the peace of mind that you will still receive the same high level of service from your local utility.

A choice that affects a financial commitment like your electric and natural gas bill shouldn't be left up to chance. Just like you would shop around to get the best deal on your car insurance, you should also find out all of the different products available from electric or natural gas suppliers. The PUCO's *Apples to Apples* chart makes it quick and easy to compare a variety of suppliers based on what is important to you.

Benefits for the Consumer

- freedom to choose
- opportunity for savings
- more competitive prices
- price stability - fixed or variable pricing
- innovative pricing and product options
- opportunity to invest directly in renewable energy
- power to aggregate and take advantage of community buying power
- more control over energy costs

Benefits for the Utilities

- power from cleaner, more diverse generating sources
- redistribution of risk from customers to shareholders
- alternate service and innovation options
- better allocation of capital
- savings reinvested in business
- attracting new business to Ohio
- job creation

Do I Have to Make a Choice?

Right now, you do not have to make a choice.

When the time is right, you can get involved in energy choice. Choice is an opportunity, not a mandate.

The PUCO wants you to know your rights and your options when it comes to electricity and natural gas. No matter what you choose, the PUCO will continue to protect and enforce your rights.

For more information on energy choice in Ohio, please visit:

www.energychoice.ohio.gov

For information regarding other utility-related matters, contact the PUCO at:

(800) 686-PUCO (7826) • 7-1-1 (TDD/TTY) • www.PUCO.ohio.gov



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