

**Ohio Retail Electric Service Market
Case No. 13-3151-EL-COI
December 11, 2013 Workshop Summary
En Banc Hearing**

The workshop was transcribed by a court report. The full transcript will be docketed on January 2, 2014, and can be found here: <http://dis.puc.state.oh.us/CaseRecord.aspx?CaseNo=12-3151&x=0&y=0>

Market Overview Speakers:

Pat Wood III, Wood3 Resources
Bill Massey, COMPETE Coalition
Philip O'Connor, PROactive Strategies

Discussion:

All three speakers gave presentations on the benefits of deregulation and how to successfully move to a competitive market. Pat Wood III, a former Texas Commissioner and FERC Chairman during their period of deregulation in Texas, emphasized that in order to make the transition a success you need robust infrastructure, balanced rules, and vigilant oversight.

Bill Massey, who is a former FERC Commissioner, currently heads a coalition of over 740 diverse members who all support well-structured competitive electricity markets. Mr. Massey stressed that the competitive market principals should be: accurate and transparent price signals, open to all market participants, market rules should be non-discriminatory and non-bypassable charges and subsidized resources distort the market.

Dr. Philip O'Connor, who was previously vice president of Constellation Energy, believes that customers in Ohio and nationwide have shown an appetite for electric choice. Per the research presented, 20% of the US electricity load is now served by non-utility suppliers. Dr. O'Connor believes that Ohio's next steps should be to end the ESP/MRO dichotomy, end subsidies, improve customer data access, allow for seamless enrollment and standardize purchase of receivables across Ohio.

For more detail on the presentations, please refer to the presenter's power point presentations.

<http://www.puco.ohio.gov/puco/index.cfm/industry-information/industry-topics/retail-market-investigation/>

Questions:

Following the Speaker's presentations, the presenters were asked various questions about transitioning to a competitive retail market by the Chairman and Commissioners.

Consumer Education:

Holly Karg, the Director of Public Affairs, gave an update on the success of the Public Utilities Commission's ability to reach out and inform consumers across the state about electric choice. She also gave a brief overview on the newly redesigned Apples-to-Apples website that is in the process of being launched. The new website will focus on both gas and electric suppliers and allow residential, large and small businesses to filter, select and compare offers from suppliers.

Sub-Committee Panelist:

Following the first three Retail Market Investigation workshops, sub-committees were formed consisting of consumer groups, competitive retail electric suppliers, and investor-owned utilities. These groups have spent the past several months discussing the pros, cons and feasibility of instituting changes in order to achieve a more robust competitive market.

The second portion of the workshop consisted of panelists comprised of individuals who participated in these meetings. The Panelists answered questions from the Chairman and Commissioners about their specific topics.

Customer Enrollment Options

Theresa Ringenbach, Direct Energy
Michele Jeunelot, American Electric Power
Jim Williams, Ohio Consumers Counsel

Discussion/Questions

- Ways to achieve “enrolling from your wallet”.
 - Customer Enrollment lists with added customer account numbers.
 - A monitored database where suppliers can look up customers.
 - Submit EDI enrollment with blank customer account numbers, allowing them to enroll when they want.
- Concerns about potentially slamming customers.
 - Suppliers can use 3rd party services to verify identities.
 - The current rules in place are working.
- Early Termination Fees and Fixed vs. Variable Pricing.
 - Varies by the Supplier but can be an impediment to shopping.
 - Utilities often receive complaints from customers involving these issues.

Contract Portability

Dwayne Pickett, Integrys Energy
Sharon Noewer, FES
Dan Jones, Duke Energy Ohio
Tad Berger, Ohio Consumers Counsel

Discussion/Questions:

- Confirmed consent vs. a warm transfer.
 - Integrys views confirmed consent by checking a box on the contract allowing the contract to be portable.
 - A warm transfer has the EDU transfer the call of the moving customer to their current supplier if that customer wants to remain with their current supplier.
- Customer Protection Issues.
 - Contracts should be transparent and easily understandable.
- Problems moving from one EDU territory to another.
 - Currently a customer would need to receive a new customer account number before they could begin shopping.
 - Contract portability is currently not possible.

POR- Full POR and Non-POR Data Sharing Solution

Stephen Bennett, PPL Energy Plus / RESA

Matt White, IGS

Carrie Dun, FirstEnergy

Joe Serio, Ohio Consumers Counsel

Discussion/Questions:

- Ways CRES suppliers believe POR improves the overall customer experience.
 - Once source of collections from the customer.
 - Reduces customer confusion on billing and collections.
- POR's potential effect on the competitive market.
 - POR been used in other states to "jumpstart" the market.
 - FirstEnergy claims it is not needed since customers in Ohio are currently shopping at a high percentage.
 - POR leads to more diversified suppliers and products, per the CRES suppliers.
- Setting of the discount rate.
 - Currently, default rates are collected in distribution rates for some of the Ohio EDUs.
 - Duke's discount rate is currently set at 0.
- The OCC's concern is what the quantified costs of instituting a POR program are.

Bill Formatting, Bill Messaging and CRES Logos

Barth Royer, Dominion Retail

Dan Jones, Duke Energy

Tad Berger, Ohio Consumers Counsel

Discussion/Questions:

- Standardization of the Bill format across the State.
 - Standard bill provides necessary information to customers and allows for easy comparison of rates.
 - Duke expressed that all the utilities are not the same and have unique characteristics, for example Duke serves electric and gas customers.
 - Most utilities have a standard bill across multiple states.
- Price to Compare
 - Calculated differently depending on the utility.
 - Standardization of the price to compare formula is needed per the CRES suppliers.
- Supplier Logo
 - Utilities are concerned about the expense, would require reprogramming for some utilities.
 - CRES suppliers feel logos will help mitigate customer confusion and reaffirm to the customer who their supplier is.

Electronic Data Interchange

Sharon Hillman, MC² / DP&L Retail
Stacey Gabbard, American Electric Power
Jim Williams, Ohio Consumers Counsel

Discussion/Questions:

- Electronic Data Interchange standards.
 - All parties agreed that standards should be statewide.
 - Parties do not believe that EDI standards should be litigated during ESP cases.
- Smart meters effect on EDI.
 - Due to the increase in data through smart meters, there could be an increase in the EDI request and traffic.
- Utilities need policy and guidance in order to move forward.
 - Some utilities are currently more electronically advanced then others, allowing for easier EDI changes.
 - EDI working group is full of engineers but need the “architects” to create the policy for the working group to follow.