

1 BEFORE THE PUBLIC UTILITIES COMMISSION OF OHIO

2 - - -

3 In the Matter of the :  
 4 Application of Ohio Edison :  
 5 Company, The Cleveland :  
 6 Electric Illuminating :  
 7 Company, and The Toledo :  
 8 Edison Company for :  
 9 Authority to Establish a : Case No. 08-935-EL-SSO  
 10 Standard Service Offer :  
 11 Pursuant to RC 4928.143 :  
 12 in the Form of an :  
 13 Electric Security Plan. :

14 - - -

15 DEPOSITION

16 of Scott T. Jones, taken before me, Maria DiPaolo  
 17 Jones, a Notary Public in and for the State of Ohio,  
 18 at the offices of FirstEnergy, 76 South Main Street,  
 19 Akron, Ohio, on Tuesday, September 23, 2008, at 1:08  
 20 p.m.

21 - - -

22 ARMSTRONG & OKEY, INC.  
 23 185 South Fifth Street, Suite 101  
 24 Columbus, Ohio 43215-5201  
 (614) 224-9481 - (800) 223-9481  
 FAX - (614) 224-5724

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1 APPEARANCE:

2 Mr. Mark A. Hayden  
3 FirstEnergy  
4 76 South Main Street  
5 Akron, Ohio 44308

6 On behalf of the FirstEnergy companies.

7 Bricker & Eckler, LLP  
8 By Mr. E. Brett Breitschwerdt  
9 100 South Third Street  
10 Columbus, Ohio 43215-4291

11 On behalf of NOPEC and Ohio Schools  
12 Council.

13 APPEARANCES VIA SPEAKERPHONE:

14 Janine L. Migden-Ostrander  
15 Ohio Consumers' Counsel  
16 By Mr. Jeffrey Small  
17 Assistant Consumers' Counsel  
18 Ten West Broad Street, Suite 1800  
19 Columbus, Ohio 43215-3485

20 On behalf of the Residential  
21 Ratepayers of FirstEnergy.

22 Ms. Cynthia A. Fonner  
23 Constellation Energy Group, Inc.  
24 550 West Washington Street, Suite 300  
Chicago, Illinois 60661

On behalf of Constellation Energy.

Chester, Willcox & Saxbe, LLP  
By Mr. Mark S. Yurick  
65 East State Street, Suite 1000  
Columbus, Ohio 43215-4213

On behalf of The Kroger Company.

1 APPEARANCES VIA SPEAKERPHONE (continued):

2 Schottenstein, Zox & Dunn Co., LPA  
3 By Mr. Gregory H. Dunn  
4 250 West Street, Suite 700  
5 Columbus, Ohio 43215

6 On behalf of the city of Cleveland.

7 ALSO PRESENT:

8 Ms. Lisa McAlister.  
9  
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11  
12  
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14  
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- - -

SCOTT T. JONES

being by me first duly sworn, as hereinafter  
certified, deposes and says as follows:

EXAMINATION

By Ms. Fonner:

Q. This is Cynthia Fonner, F- -- as in  
Frank -- -o-n-n-e-r, from Constellation Energy.

MR. SMALL: Cynthia, I hate to interrupt.  
There's one other preliminary matter I forgot.

MS. FONNER: No problem.

MR. SMALL: I would like to send  
something well in advance of asking my questions to  
FirstEnergy as an exhibit. Mark, would you give me a  
fax number that would be most appropriate for that?

MR. HAYDEN: Yeah. We are in a different  
room here, so I will have to give you the number  
that's upstairs, and just let me know when you have  
sent it. It's 330-384-3875.

MR. SMALL: All right. Thank you very  
much. Sorry to interrupt.

MS. FONNER: No problem.

Q. (By Ms. Fonner) My telephone number is  
312/704-8518, and e-mail address is cynthia --  
C-y-n-t-h-i-a -- .a.fonner@constellation.com.

1           Please let me know if you have problems  
2       hearing. I'm on a headset that occasionally seems to  
3       have a mind of its own so, Dr. Jones, if there's  
4       anything that you don't hear or don't understand,  
5       please just let me know and I'll try and repeat.

6           A. I will.

7           Q. Thank you.

8           Dr. Jones, you have your testimony with  
9       you, correct?

10          A. Yes, I do.

11          Q. And I'm largely going to be going through  
12       your testimony and beginning at page 5.

13          A. Okay.

14          Q. At the answer that begins on line 8 you  
15       talk about direct cost components and identify some  
16       of those such as procurement of realtime energy and  
17       transmission. Later on page 6 you include more  
18       direct cost components. Are all of those that you  
19       list on page 6 the entirety of what you believe are  
20       included in the direct cost components, or are there  
21       any more that you did not list?

22          A. No; these categories would encompass  
23       direct costs.

24          Q. And all of the direct costs; is that

1 right?

2 A. Yes.

3 Q. Okay. Now, you talked about the load  
4 forecast. What was that load forecast based on?

5 A. The load forecast was based on the data  
6 that we cited in the exhibits, but basically it's the  
7 data that is recorded for the FirstEnergy companies.

8 Q. And how was that provided to you; by  
9 individual operating company?

10 A. Well, in this case we were interested in  
11 the slice of system so that they're aggregated across  
12 the companies.

13 Q. And that's the way that it came to you  
14 was in an aggregation; is that correct?

15 A. That's right.

16 Q. Okay. And how far out did that load  
17 forecast data go? What were the yearly parameters,  
18 if you will?

19 A. For the three-year term of this  
20 agreement, sorry, to comply with the statute, '09,  
21 '10, and '11.

22 Q. Did you perform any analysis yourself  
23 regarding a load forecast where you took the load  
24 forecast as provided to you by FE and did not make

1 any analysis thereof?

2 A. I did no independent analysis of the load  
3 or forecast of the load.

4 Q. On page 6 where you're talking about  
5 round-the-clock energy prices, at the bottom of that  
6 page beginning on line 18 it indicates that you used  
7 a particular date in time, that being July 15th; is  
8 that correct?

9 A. That's correct. The purpose of that was  
10 to ensure consistency between the data that appear in  
11 my testimony and the data that appeared in Frank  
12 Graves' testimony and, essentially, the generation of  
13 the data that FirstEnergy was using I suppose they  
14 were using to compile their prices at the same time,  
15 so they were all more or less the mid summer of this  
16 year.

17 Q. And with respect to delivery at the  
18 Cinergy hub, you did not look elsewhere; is that  
19 correct?

20 A. What do you mean "elsewhere"? I'm sorry,  
21 I don't understand.

22 Q. You looked only at the Cinergy hub. You  
23 did not look at any other hub.

24 A. That's right, as opposed to what I

1 learned Frank did which was look also at PJM West. I  
2 restricted my analysis solely to the Cinergy hub.

3 Q. Okay. And if you looked at -- if you  
4 looked at those prices, to the peak and on-peak  
5 contracts as of a different day, would you expect  
6 those values to change?

7 A. Yes.

8 Q. Have you done any subsequent analysis?

9 A. Can you give me an example of what you  
10 mean by "analysis"?

11 Q. Well, have you looked at the differences  
12 that -- in prices that you would have seen since July  
13 15th, for example?

14 A. Yes.

15 Q. And what dates have you looked at? Date  
16 or dates.

17 A. As late as yesterday.

18 Q. And have you provided data request  
19 responses regarding how those changes would affect  
20 the calculations included in your testimony?

21 A. No.

22 MS. FONNER: And I would ask on the  
23 record a data request that that information be  
24 provided.



1 A. I'm sorry, what sort of --

2 MS. FONNER: FE counsel.

3 MR. HAYDEN: Yes.

4 A. Can you help me out, because I don't know  
5 what it is that you want.

6 Q. Well, your analysis is based upon a  
7 single point in time.

8 A. That's correct.

9 Q. As of July 15th, right? So to the  
10 extent that those peak and off-peak contract prices  
11 would have changed, that would have correlating  
12 effects throughout the remainder of your analysis  
13 including what the -- what you would expect to be the  
14 market rate price for energy; would it not?

15 A. Yes. I don't dispute that. I think  
16 where I'm getting confused is all I've done is look  
17 at the prices. I haven't redone my analysis at all  
18 since July 15th.

19 Q. I see, okay.

20 A. So, I mean, I can send you a copy of, you  
21 know, Megawatt -- I can give you Platts data, but I  
22 didn't redo the analysis at all.

23 Q. Okay. So when we're talking about things  
24 that you've done to update, it's keeping track of

1 what those daily prices are as opposed to running it  
2 through a metric or whatnot to see what the impact  
3 would be.

4 A. That's correct. I don't, you know, just  
5 like I look at daily oil prices and gas prices and  
6 uranium prices, I don't, you know, that's just  
7 information for my own self, so to speak.

8 Q. Okay. Let's back up, then. In terms of  
9 when you have the, you know, when you receive these  
10 prices, do you in fact run it through, without  
11 getting into sort of any proprietary information, do  
12 you actually run it through a computer model or is  
13 this a manual analysis, or how specifically is it  
14 achieved?

15 A. It's in the same format that we provided  
16 in response to discovery requests which is it's Excel  
17 format, for the most part, or a SAS format.

18 Q. Okay. And have you looked to see what  
19 the differences are between prices at the Cinergy hub  
20 versus others; for example, Mr. Graves looking at PJM  
21 West?

22 A. Well, as I indicated, only in the sense  
23 that I, you know, casually look at it. But typically  
24 the prices in PJM West have been higher than the

1 prices at Cinergy. There is a structural, an  
2 apparent structural difference that creates those  
3 price differences.

4 Q. And in terms of the price difference in  
5 the Cinergy hub between July 15th and you said I  
6 believe as recently as today, what did you note with  
7 respect to those prices?

8 A. You mean the differential?

9 Q. That's correct.

10 A. There's still a -- there has tended to be  
11 over that period of time a positive differential  
12 between the two trading centers.

13 Q. Looking only at the Cinergy hub, though,  
14 the difference between the July 15th and --

15 A. Oh, I'm sorry.

16 Q. -- I can't recall whether it was  
17 yesterday or today that you had indicated.

18 A. It was Monday's prices, yeah.

19 Q. Okay. And what did you note with respect  
20 to the prices on Monday at the Cinergy hub versus  
21 those that you used in your calculation of July  
22 15th?

23 A. Well, it depends upon the year, of  
24 course, of the forward contract. In 2009 prices are

1 down about \$7. For 2010 they're down about a little  
2 more than \$2. And for 2011 they're down a little  
3 more than a dollar. So relatively small changes.

4 Those are peak prices, by the way; I'm  
5 sorry, I should have said that to begin with.

6 Q. And that's what you had used in the  
7 analysis that's cited in your testimony.

8 A. Well, I used both peak and off-peak.

9 Q. You used both peak and off-peak.

10 A. Right. Because we've got -- the  
11 supposition is the provision of round-the-clock  
12 prices.

13 Q. And did you look at the off-peak prices?

14 A. Yes, I did as well.

15 Q. And what is the differential that you saw  
16 there? If you recall.

17 A. It's a toughie. It wasn't a lot. It was  
18 like somewhere between 3 and 5 dollars. I can't  
19 remember exactly. And that was -- I don't remember  
20 what it was in the out years. That was just for '09.  
21 I really didn't pay a lot of attention to the  
22 off-peak.

23 Q. And again, this was done on Monday as  
24 compared to the prices on July 15th.

1 A. That's correct.

2 Q. Okay. I understand the need for your  
3 desire for consistency. Are there -- notwithstanding  
4 that, are there any other hubs that ideally you would  
5 have considered in performing this kind of analysis?

6 A. No, not ideally. But I will admit that,  
7 you know, until the providers of electricity actually  
8 start, you know, manipulating their portfolios and  
9 choosing the source of their electricity, it's an  
10 unknowable thing. But Cinergy is, you know, a widely  
11 traded and within-Ohio hub that is the most likely  
12 source for the electricity no matter who provides it.

13 Q. I want to turn now to page 7 and at lines  
14 5 through 8 you talk about multiplying the peak price  
15 by the number of peak hours in that year, off-peak,  
16 et cetera. There would be the same number of peak  
17 hours in each year, yes?

18 A. The same number of peak hours in each  
19 year?

20 Q. Right.

21 A. Well, with the exception of leap year, of  
22 course.

23 Q. Correct. Thank you for that exception.  
24 It just struck me that perhaps you were

1 suggesting that there were a different number of peak  
2 or off-peak in the years in which we're looking at.

3 A. No. No. They're 5-by-16 contracts or  
4 5-by-8 contracts. It's the standard stuff.

5 Q. And then you're achieving, in your  
6 analysis you're achieving a single price for peak and  
7 a single price for nonpeak, is that what I  
8 understand?

9 A. Well, yes, that's part of the  
10 calculation. Right.

11 Q. Okay.

12 A. But you end up with a round-the-clock  
13 price which of course is a weighted average of the  
14 off-peak and on-peak, you need those two pieces to  
15 get the ultimate answer.

16 Q. Right. But at this point in time we're  
17 just getting the single.

18 A. Correct.

19 Q. On page 8 you discuss, on lines 9 and 10,  
20 that the average LMP in the Ohio companies' load zone  
21 is about 70 cents per megawatt higher than at the  
22 Cinergy hub. Can you identify the particular reasons  
23 for the differences in the LMP? Is it just  
24 congestion?

1           A.    That's my presumption, yes.  If it's  
2 something -- I don't know the details of the  
3 reasoning other than congestion in general.

4           Q.    Okay.  And so to the extent that somebody  
5 used a different hub, you would find that the actual  
6 LMP would differ.

7           A.    Presumably.  I mean, it's possible it  
8 could be the same, but presumably.

9           Q.    On page 13 you refer to some of the  
10 capacity prices, and this is in the middle of that  
11 page, the first sentence in the first full paragraph,  
12 lines 7 through 11, you actually have identified a  
13 capacity cost during June 2009 through 2010.  How did  
14 you derive that particular cost?

15          A.    We directed -- asked -- actually, you  
16 don't direct your client to do anything, but we asked  
17 FirstEnergy to get us a capacity price from the  
18 marketplace as opposed to giving us their forecast  
19 for capacity prices, and the reason for that is that  
20 it's my preference to use what I'll call -- I'll use  
21 the term "real numbers" as opposed to forecasted  
22 numbers when those numbers are actually available  
23 simply because they're verifiable and they're derived  
24 from a marketplace where buyers and sellers are

1 engaging one another and actually spending money.

2 This was a price that they solicited from  
3 the marketplace in, I guess it must have been  
4 sometime in June or maybe early-July, I can't  
5 remember off the top of my head, but at any rate  
6 that's where this number comes from.

7 Q. Okay. And have there been any  
8 solicitations from the marketplace since that time to  
9 see whether or not the capacity prices in the market  
10 have changed?

11 A. I didn't request additional  
12 solicitations, but it's my understanding, having had  
13 a discussion yesterday with Kevin Warvell, his  
14 interaction with the marketplace suggests that  
15 capacity prices are now higher and consistent with  
16 the study on capacity prices -- the NERC study on  
17 capacity prices, I forget the date -- yeah, October  
18 of '07, the prices -- you would expect prices to  
19 gradually rise particularly over this three-year time  
20 horizon because the sort of difference between  
21 available capacity in the marketplace and demand for  
22 capacity is shrinking dramatic.

23 So I'm not at all surprised he's  
24 observing higher prices, and it's going to be



1 particularly true of those out years. Notice that  
2 this price was only for June of '09 through May of  
3 2010, that's all he could get at the time. At any  
4 rate. That's a long-winded answer to your question.

5 Q. That's all right. For depositions we'll  
6 let it go. No; I appreciate the explanation.

7 And the reason, obviously, for capacity  
8 you only get something in the market essentially a  
9 year out, you're not going to be able to look and see  
10 what might happen beyond that time.

11 A. No; except to observe. If we back up and  
12 put our professor hat on for a moment and talk about  
13 the impact of supply and demand on a capacity market,  
14 as markets become constrained, as we observed over  
15 the last two years with the oil markets, once any  
16 surge capacity is absorbed, prices at the margin tend  
17 to not only rise dramatically but they also tend to  
18 become more volatile. And --

19 Q. And do they -- I'm sorry.

20 A. And that's what you would expect here.  
21 In the case of this \$2.20, since it's the only  
22 contemporary number that I had, I used it for each  
23 year going into the future even though as an  
24 economist I recognize that that price can't hold.

1 But that's the one price I have. So in that regard  
2 it's conservative.

3 Q. And likewise you would expect the  
4 capacity number to change if there were new  
5 generation available.

6 A. That's correct. As did -- as did the  
7 NERC study, you know, made the same observation. If  
8 new generation comes on in a timely fashion, then  
9 later in the decade you would expect to see prices  
10 reflect that new increment of supply. What they'll  
11 be is anyone's guess, but that clearly would impact  
12 supply and demand conditions.

13 Q. At page 14 you talk about some of the  
14 ancillary services. Can you just tell me, Dr. Jones,  
15 what impact, if any, the delay of the MISO ASM market  
16 has on your analysis?

17 A. Well, it creates a tremendous amount of  
18 uncertainty because while, you know, if you read the  
19 material that's available thus far, it's clear what  
20 they want to do, it's clear what range of products or  
21 subproducts they want the market to cover, but what's  
22 terribly unclear is how it's all going to work.

23 And so, you know, it's kind of like  
24 telling you last night's baseball score was 8 to 5

1 without telling you who the teams were. It's a nice  
2 tidbit of information, but it doesn't get you very  
3 far.

4 So you have the uncertainty created by  
5 the lack of certainty on the part of the ISO and as a  
6 result prices will reflect that. If you're forced  
7 today to set a price where capacity, well, any form  
8 of capacity, ancillary services or otherwise, is  
9 going to be a component, then the prices are going to  
10 reflect that uncertainty.

11 Q. So that could be -- another component to  
12 what Mr. Graves is seeing in the capacity is simply a  
13 reflection of the uncertainty regarding the ASM start  
14 date?

15 A. I don't know about Mr. Graves. I was  
16 speaking for myself.

17 Q. Okay.

18 A. I, frankly, didn't discuss it with him so  
19 I don't know.

20 Q. Would you expect that the capacity prices  
21 would change after source certainty regarding the ASM  
22 market itself?

23 A. Well, only -- the truth of the matter is  
24 I don't know. But given that markets tend to reflect

1 information pretty quickly, one would presume that it  
2 would. I do know that since we produced these prices  
3 based on July 15th, that the ancillary services  
4 markets have become, well, the transmission ancillary  
5 service costs have risen according to Kevin Warvell.  
6 They're now just under \$8 the last time he and I had  
7 a chat about it.

8 Q. Okay. At page 15 you talk about the loss  
9 factors, and would you expect -- you calculated the  
10 loss factors for each customer class, but again, were  
11 these an aggregate for all of the FE customers?

12 A. No.

13 Q. Or FE operating classes? I'm sorry, let  
14 me try again.

15 A. Yeah, you lost me there.

16 Q. Were these aggregated for all the FE  
17 operating companies?

18 A. For Exhibit 5 for example, is that what  
19 you're referring to? Yes is the answer to your  
20 question.

21 Q. Okay.

22 A. The data came from FirstEnergy, of  
23 course, based on their experience with their  
24 distribution system because these are losses,

1 obviously, downstream from the hub.

2 Q. And again, this wasn't something which  
3 you performed any independent analysis.

4 A. No. Lord, I wouldn't have any way to  
5 begin to start something like that.

6 Q. On page 19 where you talk about some of  
7 the switching statistics --

8 A. Yes.

9 Q. -- I want to understand, it appears that  
10 for your purposes you included any customer who was  
11 in a municipality in which they're an aggregation  
12 program in your analysis; is that right?

13 A. I'm sorry, I honestly don't understand  
14 the question.

15 Q. Well, one of the things that you talked  
16 about is the shopping risk associated with  
17 aggregation groups, correct?

18 A. Correct.

19 Q. And I'm trying to understand whether or  
20 not you were assuming that all residential and  
21 commercial customers in municipalities in which there  
22 are aggregations to be part of that shopping risk  
23 with the aggregator.

24 A. Well, I'm still not terribly clear, but

1 let me try to answer. Everyone has the right to  
2 shop. The assumptions that I use are based on the  
3 right to shop rather than the propensity to shop so  
4 that when I assume, for example, in year one that  
5 50 percent of a particular customer class can shop,  
6 the operative word there is "can." Because that's  
7 the operative word that drives expectations which, in  
8 turn, drive offer prices like anyone intending to  
9 serve this market, this SSO market.

10 Q. Okay.

11 A. So we -- I guess what I would like to do  
12 from the get-go when we start talking about shopping  
13 is to make sure that it's clear that it's the  
14 opportunity that drives my analysis, not the  
15 propensity to or the history of shopping.

16 Q. Okay. So when you're talking about, at  
17 lines 7 through 9 for example, discussing residential  
18 customers being enrolled in an aggregation group  
19 unless they elect to opt out, you did not look to see  
20 what percentage of those residential customers do, in  
21 fact, opt out?

22 A. No, I did not. If you're talking about  
23 making a estimate based on some historical statistics  
24 which would indicate the number of people that opted

1 out in a particular customer class for the three Ohio  
2 companies and then using that somehow to forecast the  
3 number of people that would opt out during this 2009  
4 to 2011 period, I did not do that.

5 Q. Right. Okay. And you specifically refer  
6 to the rules regarding residential customers. Do you  
7 know the rules regarding commercial customers with  
8 respect to municipalities and townships with  
9 aggregation programs?

10 A. I've read them, but I can't recall them  
11 now. You mean -- you want me to cite the  
12 differences, is that what you're saying?

13 Q. Just generally whether or not you're  
14 aware of what those --

15 A. Yeah, but it's been a while since I've  
16 read it.

17 Q. Okay. On page 21 you make reference with  
18 respect to load variability to weather and changing  
19 macroeconomic conditions. What do you mean by  
20 "changing macroeconomic conditions"?

21 A. Well, the most obvious is a change in the  
22 economic health of the service territories that are  
23 supplied energy by the three Ohio companies at  
24 FirstEnergy. So we're talking about the impact, put

1 another way, the impact of an economic expansion, the  
2 impact of an economic contraction, the impact of  
3 local economic conditions which may improve or hurt  
4 these regions, things of this nature.

5 In economics-speak, and I don't want to  
6 complicate things, but in economics-speak these are  
7 known as exogenous variables meaning they're outside  
8 of the ability to analyze them cohesively as part of  
9 a single structured market. So you have to treat  
10 them as coming in from the outside, so to speak, and  
11 having an impact. Weather is the same thing.  
12 Weather is not in the control of anyone, so . . .

13 Q. Okay. And, I'm sorry, going back to,  
14 very quickly, to the aggregation, just so I'm clear,  
15 in terms of commercial customers did you assume that  
16 all commercial customers would be shopping?

17 A. No. I made no assumption about any  
18 customer with respect to the phrase "would be  
19 shopping."

20 Q. Okay.

21 A. Again, could be shopping.

22 Q. Okay. But at some point based upon --  
23 based on what we've seen on page 20 you make some  
24 judgment or predictions about the level who actually



1 would be shopping, correct?

2 A. No.

3 Q. The same -- well, can you explain -- can  
4 you explain on lines 6 through 9 in terms of assuming  
5 that residential and commercial customers present the  
6 same level of shopping risk as industrials.

7 A. Yeah, the key is that -- is the term  
8 "risk." Shopping risk. In other words,  
9 historically, of course, as everyone on this phone  
10 knows I'm sure, industrial customers have had a  
11 strong and active not only opportunity to shop, but  
12 actually propensity to shop, and in my analysis what  
13 this sentence is referring to is that the risk as  
14 time goes on through this three-year period increases  
15 for all classes to shop and that it's a, simply a way  
16 of my saying I'm not treating residential or  
17 commercial customers any different -- in any way  
18 different as the role of shopper as I am the  
19 industrial customer. In other words, a shopper's a  
20 shopper.

21 Q. Why does the risk increase?

22 A. Because the aggregation, the government  
23 aggregation opportunity I guess is the way to say it,  
24 increases as you go through time. It takes -- right

1 now half of their customers are signed up, so if  
2 shopping opportunities were to present themselves  
3 tomorrow, presumably they could take advantage of  
4 that.

5 And it takes approximately a year to, I  
6 guess the word is register customers such that by the  
7 end of 2010 a hundred percent of FirstEnergy's  
8 customer base would have the opportunity to shop or  
9 could have the opportunity to shop. And that's what  
10 these statistics show.

11 Q. But again, it's not looking at who is  
12 actually shopping or historically who has shopped,  
13 who has the opportunity, but has opted out, things of  
14 that nature.

15 A. That's correct.

16 Q. And how did you get from -- to the  
17 75 percent and the hundred percent for years 2010 and  
18 2011? I'm sorry, I'm at the bottom of page --

19 A. No; I understand what you're asking.  
20 It's actually a conservative estimate for the end of  
21 the year 2010 because by then everybody could shop.  
22 And then 2011 I'm assuming everybody does -- has the  
23 opportunity to shop, but not necessarily does shop.

24 Q. But when you say it's a conservative

1 estimate, what was that estimate based upon?

2 A. Well, by 2010 technically a hundred  
3 percent of the people could be signed up and have the  
4 opportunity to shop if they chose to do so.

5 Q. And when do you think that actual  
6 shopping would affect risk, the historical shopping  
7 levels?

8 A. Well, here, and I'm going to be careful  
9 here because I want to make sure that we all  
10 understand what I'm saying in this testimony. If you  
11 are being asked or if you theoretically have the  
12 opportunity to participate in a market offer process  
13 for a slice of system for FirstEnergy here, first of  
14 all that's not something that's ever been done before  
15 but we're going to do it here, you have to consider  
16 the possibility that significant chunks of the  
17 current FirstEnergy load that's provided under the  
18 SSO may actually take a hike, and so that that's what  
19 this is an assessment of.

20 It's an attempt to replicate what would  
21 be going through the minds of companies who are  
22 intending to participate in this.

23 Q. And are you assuming that customers who  
24 shop are able to do so freely and going back and

1     forth within a month for example?

2             A.    No.  There are provisions in this  
3     depending upon what's transpired.  There's  
4     provisions, as I understand it, in the application  
5     that give you an indication of any restrictions on  
6     movement in and out.

7             Q.    And a competitive supplier could have  
8     their own restrictions in terms of contracts, for  
9     example.

10            A.    Presumably, yes.

11            Q.    On pages 24 and 25 you talk about the  
12    margins.  Can you tell me -- I want to walk through  
13    how you calculated those margins for the different  
14    classes.

15            A.    Well, the easiest thing to do is turn to  
16    Exhibit 6 and 7.  Starting with Exhibit 6, you see  
17    groups of residential and small commercial customers  
18    that are divided by duration of the contract.

19            Q.    Right.

20            A.    And what you see there is roughly three  
21    average observed margins for each of those three  
22    divisions.

23            Q.    But how did you get the observed margins?

24            A.    The observed margin comes from, in the

1 case of Illinois, from the record, the almost endless  
2 record that was produced in that case, and the other  
3 margins come from Frank Graves' testimony that I cite  
4 at the bottom of the exhibit in the Maryland case.

5 The only difference is I chose to ignore  
6 a lot of Frank's data that was older -- all of  
7 Frank's data that was older than 2006. So I only had  
8 the last two years of observed margins from these  
9 four particular solicitations.

10 Q. So for Illinois they did not -- the  
11 solicitations did not just give a winning price, but  
12 rather identified the margins for suppliers?

13 A. They didn't -- well, the details --  
14 you're asking me -- the problem is part of the data  
15 were public and part of the data were not, and my  
16 firm worked on that case so I have seen all the data  
17 at least in pieces. And I don't remember what was  
18 confidential and what's not, but I do know that the  
19 names of the winning -- the details involving the  
20 winning bids were confidential.

21 Q. And for the information from outside of  
22 Illinois did you perform an independent analysis or  
23 did you rely on Mr. Graves?

24 A. I relied on Mr. Graves' analysis although

1 I am familiar with at least two of these.

2 Q. And which two might those be?

3 A. I'm familiar with New Jersey and  
4 Delaware. Although I did not perform an analysis  
5 similar to Mr. Graves.

6 Q. And how are you familiar with those two,  
7 sir?

8 A. Because my firm, either I or others in my  
9 firm were involved in both of those solicitations.

10 Q. And again, would it be something that if  
11 I went to the PSC site for one of those, there would  
12 actually be a document indicating what the margin was  
13 for a particular supplier for a particular class?

14 A. I actually don't recall what -- I  
15 personally don't know, but I don't recall what  
16 Frank's references were off the top of my head, and I  
17 don't have his testimony in front of me.

18 Q. And would there potentially be different  
19 margins because of different costs and different  
20 RTOs?

21 A. Potentially? Yes.

22 Q. And the ultimate figures you provided at  
23 26 are a buildup of what we talked about in terms of  
24 the assumptions that you made and the data provided

1 by FirstEnergy and Mr. Graves as well as your own  
2 analysis; is that correct?

3 A. You're referring to the numbers on lines  
4 13 through 15?

5 Q. Yes, sir.

6 A. Yes.

7 Q. That is all I have at the moment. Thank  
8 you very much, Dr. Jones.

9 A. You're welcome.

10 MR. SMALL: Mark, let's go off the record  
11 for a little bit.

12 (Discussion off the record.)

13 - - -

14 EXAMINATION

15 By Mr. Small:

16 Q. Good afternoon, Mr. Jones. My name is  
17 Jeff Small. I represent the office of the Ohio  
18 Consumers' Counsel.

19 A. How are you?

20 Q. I have a few questions for you. On a  
21 preliminary basis, you mentioned Mr. Graves a few  
22 times so far this afternoon. What communications  
23 have you had with Mr. Graves concerning this case?

24 A. Nothing before yesterday afternoon.

1           Q.    In answer to a question that was just  
2 posed to you this afternoon you mentioned that July  
3 15th, 2008, was selected to be consistent with  
4 Mr. Graves' testimony. How did that come about if  
5 you hadn't spoken with Mr. Graves?

6           A.    I was told by FirstEnergy that we were to  
7 use -- we were told by FirstEnergy, I suppose he was  
8 told, that we were to use a mid-July date for the  
9 purposes of the analysis.

10          Q.    Not just a date, but July 15th, right?

11          A.    Well, I don't remember exactly how we  
12 settled on July 15th, but that's certainly the middle  
13 of the month. Maybe we were told or maybe we asked  
14 "Do you mean July 15th?"

15          Q.    I just observed that it's exactly the  
16 same date in both of your pieces of testimony.

17          A.    Right. Well, that direction came from  
18 the company.

19          Q.    All right. Thank you.

20                    Would you please turn to page 2 of your  
21 testimony?

22          A.    Okay.

23          Q.    And on lines 12 through 16 you conclude  
24 that the FirstEnergy companies would pay rates from



1     \$90 to 105 as a market rate offer price. Do you see  
2     that?

3             A.    Yes.

4             Q.    Okay. The values that -- by the way,  
5     have you read Mr. Graves' testimony?

6             A.    Yesterday.

7             Q.    Okay. The values that you've derived  
8     here are different, slightly different from  
9     Mr. Graves' numbers. Why did you select your method  
10    as opposed to the one that -- the methods displayed  
11    in Mr. Graves' testimony?

12            A.    There are only two primary methods for  
13    conducting an analysis like this and then there are,  
14    I don't know how many submethods, but primarily there  
15    are two major methods. One is to engage in a  
16    constructed cost approach, which is what I did, the  
17    other is to engage in a comparables analysis, or  
18    comparables analysis, which is what Frank did for the  
19    most part.

20                   And the constructed cross -- excuse me.  
21    The constructed cost method will lead you to focus on  
22    the individual customer classes and the individual  
23    periods of time, years in this case, as opposed to a  
24    comparables method which can be somewhat more

1 general. And you'll note, I suppose you already  
2 noted, but in Frank's testimony he doesn't go into  
3 any depth about individual customer classes nor does  
4 he conduct his analysis on that basis. Rather, he  
5 looks across customer classes and to a certain extent  
6 across time.

7 But that is a perfectly valid approach  
8 and it's one that you would be led to execute if you  
9 used the major analytical method that he employed as  
10 opposed to the one that I used.

11 Now, that's the difference in methods,  
12 and I'm sorry if you asked me something else and I've  
13 forgot what it was.

14 Q. Well, I did have an opportunity to  
15 discuss Mr. Graves' testimony with him this morning,  
16 and he described how his comparables method was just  
17 to corroborate the numbers from his constructed price  
18 approach, so it would appear as though he used the  
19 same method that you did, general method, but arrived  
20 at it in a different fashion. Do you have a  
21 different understanding of Mr. Graves' testimony?

22 MR. HAYDEN: Objection. You can answer  
23 the question if you know.

24 A. I don't think it's fair to characterize

1 his -- in my opinion, I mean you asked me what I  
2 thought, but in my opinion I think his analysis,  
3 while it has elements of both, would probably be  
4 characterized as mainly a comparables analysis with  
5 one eye on the constructed cost element.

6 And the reason I say this is because, for  
7 example, he uses a single measure for risk one year  
8 to the next, and principles of finance, not to  
9 mention principles of economics, would dictate that  
10 if you're analyzing -- if you were doing any sort of  
11 analysis across time and particularly across customer  
12 class, that risk rises with time. I mean, we observe  
13 that all the time in yield curves for other  
14 instruments. We observe that all the time in the  
15 financial and economic concept of net present value  
16 which gives you things like weighted average cost of  
17 capital.

18 He chose not to do that, and when I asked  
19 him, because I asked him about this, and he said that  
20 he did it the way he did it to be conservative. So  
21 that led me to believe that his primary approach was  
22 to conduct a form of comparables analysis as opposed  
23 to a constructed cost/time series analysis.

24 Q. Go to footnote 1 on page 2. I guess we

1 were already on page 2.

2 A. Yes.

3 Q. And there we again mention the July  
4 15th, 2008, date.

5 A. Yes.

6 Q. Here are we talking -- at this point in  
7 your testimony are we talking about round-the-clock  
8 values that show up in your Exhibit 2 that came from  
9 Platts Megawatt Daily?

10 A. We're talking about peak and off-peak  
11 prices that appeared in Platts Megawatt Daily.

12 Q. Right. That is, just to take a moment  
13 here, that is the data that you discussed earlier in  
14 this deposition with the attorney from Constellation,  
15 correct?

16 A. That's correct.

17 Q. And did you promise --

18 MR. SMALL: Mark, chime in here if you  
19 like.

20 Q. Did you promise something like prices for  
21 a couple weeks after that period?

22 MR. HAYDEN: Objection.

23 A. I offered to provide prices for  
24 yesterday, but since I also opined that I hadn't

1 redone my analysis since July 15th, my offer was --  
2 I wasn't taken up on my offer.

3 MR. SMALL: Well, Mark, the OCC would be  
4 interested in some of the values. I'm not, you know,  
5 for present purposes I don't care whether the  
6 analysis was redone or not.

7 MS. FONNER: Yeah, no, and I'm sorry to  
8 clarify, I would be interested in that initial value  
9 recognizing that Dr. Jones didn't, it didn't go  
10 through the matrix if you will.

11 MR. HAYDEN: Well, I think what he's  
12 testified to is he's observed in a casual sense  
13 prices in various formats or publications. He's not  
14 redone his analysis, so to the extent that he's  
15 observed public information casually, we certainly  
16 would be willing to provide whatever observation that  
17 is to the extent that it is publicly available.

18 MR. SMALL: I guess I'm a little bit  
19 confused by that response. What I was looking for  
20 were other days from the same data source that he  
21 used that he indicated in his testimony which would  
22 be from Platts Megawatt Daily.

23 MR. HAYDEN: Again, if he's made casual  
24 observations regarding prices on Platts Megawatt

1 Daily, we can provide a reference to that, or to the  
2 extent that it is publicly available, then, you know,  
3 we could provide that as well.

4 Q. (By Mr. Small) Mr. Jones -- sorry. Is it  
5 Dr. Jones?

6 A. Yes, it is.

7 Q. Sorry.

8 Dr. Jones, do you use this data, the  
9 Megawatt Daily information, in the course of your  
10 normal activities? Do you monitor these prices?

11 A. No, I don't look at the prices every day.  
12 I mean, I look at them periodically with no degree of  
13 regularity just to see what's happening in the  
14 market. Frequently I'll be looking at them along  
15 with gas prices and desolate fuel prices and uranium  
16 price, just energy market price trends.

17 Q. Do you get the information on line?

18 A. Yes.

19 Q. Okay. And are the on-line values, how  
20 often are they updated?

21 A. What do you mean by "updated"? How often  
22 do they appear? Every day.

23 Q. So you receive something on line on a --  
24 once a day it would be updated?

1           A.    I'm not quite sure what -- what do you  
2           mean by "updated"? Are you asking me can I find a  
3           Megawatt Daily price every day? The answer is yes,  
4           for every trading day.

5           Q.    Okay.

6           A.    Every weekday.

7           Q.    How much variability is there in this  
8           information from day to day?

9           A.    Well, it depends upon your historical  
10          reference. In other words, relative to what? But if  
11          you're talking about relative to, you know, a few  
12          years ago, there's been considerable more volatility  
13          in the past two to three years than you might say  
14          occurred historically, but then again that's true of  
15          all the energy markets.

16          Q.    My reference is July 15th, 2008, whether  
17          there's daily fluctuations around that or much  
18          fluctuation between then and now.

19          A.    Well, there's always -- there's always  
20          two elements to price change. There is trend and  
21          there's volatility. And I guess I thought your  
22          question went to volatility. If it went to trend,  
23          then there have been trend prices both upward and  
24          downward, most recently downward, which is what I

1 indicated in my response to the questioning earlier.

2 Q. You're saying two trends since July 15th,  
3 2008, that it went up and then down since then?

4 A. That's my recollection. We were near the  
5 peak in the middle of July, though, so I'm not -- you  
6 know, small changes then, but the trend, as I  
7 indicated, based on my examination of prices as of  
8 yesterday the 2009 price was some \$7 lower, for  
9 example.

10 Q. And when you said that we are near the  
11 peak, you were referring to the peak for the 2008  
12 year.

13 A. I would have to go back and check it, but  
14 it certainly occurred during the summer of this year,  
15 the peak thus far. Who knows where it's going from  
16 here.

17 Q. Can you please turn to page 6 of your  
18 testimony around lines 13 through 17? And here you  
19 discuss the round-the-clock prices, correct?

20 A. Yes.

21 Q. Okay. Did you use -- I'm trying to  
22 understand how the calculations were done for this  
23 portion of your testimony. Did you use one on-peak  
24 price and one off-peak price for each month and then



1 you, for each month that you used, and then you did  
2 the weighting? I'm trying to determine whether there  
3 were just one peak price or were you using hourly  
4 pricing?

5 A. We started with hourly pricing and  
6 aggregated from there.

7 Q. So you were using hourly prices for July  
8 15th?

9 A. Are you asking me what -- let me make  
10 sure I understand the question. Are you asking me  
11 what appears in Megawatt Daily, the basis for their  
12 calculation, or are you asking me what I actually  
13 used; if I were to give my data set, what would it  
14 look like?

15 Q. I'm asking you what you actually used.

16 A. If I gave you my data set, which I did in  
17 discovery, it's daily prices. It's aggregated --  
18 they're daily prices, peak and on-peak.

19 Q. Okay. Would you please turn to page 7  
20 and line 1 where you discuss the Cinergy hub?

21 A. Yes.

22 Q. What do you mean by a liquid hub?

23 A. There are a large number of buyers and  
24 sellers who transact there.

1 Q. Does Platts contain data for any other  
2 hub or location in MISO?

3 A. Yes.

4 Q. Does Platts contain data for any hub that  
5 is in the FirstEnergy service area?

6 A. Yes.

7 Q. Can you tell me what those hubs are?

8 A. There's only one to my knowledge and  
9 that's the FirstEnergy hub.

10 Q. Okay. Considering the fact that we're  
11 dealing with FirstEnergy pricing, why was the Cinergy  
12 hub used as opposed to the FirstEnergy hub?

13 A. Because it's the larger of the two by a  
14 substantial margin and it is the one where  
15 third-party transactions are most likely to take  
16 place as opposed to the FirstEnergy hub.

17 Q. As far as the amount of transactions, can  
18 you give me an order of magnitude? Twice as much?  
19 Ten times as much?

20 A. I really don't know, I've not made a  
21 study of the orders of magnitude, but it is a long  
22 established major trading point for electricity in  
23 the midwest.

24 Q. You're referring to the Cinergy hub.

1 A. I am indeed, yes.

2 Q. And does MISO provide any forward prices  
3 for the FirstEnergy hub?

4 A. MISO?

5 Q. Is there any information available on  
6 forward prices for the FirstEnergy hub?

7 A. Yes, but it wouldn't be the -- I mean,  
8 the problem is you don't have the same number of  
9 transactors and so you're asking me about a minor hub  
10 versus a, what has to be considered one of the larger  
11 hubs in the country. So it's almost apples and  
12 oranges.

13 Q. Well, for present purposes I'm just  
14 asking you whether it's available or not, not orders  
15 of magnitude.

16 A. Off the top of my head I don't know, but  
17 I suspect there are bilateral transactions in the  
18 forward market that take place there one would  
19 presume. I don't really pay any attention to the  
20 FirstEnergy hub because it's not, you know, it's a  
21 minor hub.

22 Q. Would you please turn to the bottom of  
23 page 7 of your testimony and the top of page 8.

24 A. All right.

1 Q. At the top of page 8 you explain that you  
2 used LMP prices.

3 A. Yes.

4 Q. What's the source of the LMP data that  
5 you used?

6 A. The LMP data is MISO data.

7 Q. How did you obtain it?

8 A. That's a good question. I don't know  
9 whether that data came from off the top of my head.  
10 I could check and give you an answer later.

11 Q. You don't know whether it would be  
12 from -- it could be from MISO. It could be from a  
13 source that was reporting on MISO information.

14 A. Well, no, I thought you meant where did I  
15 personally get it, and I don't recall whether we got  
16 it from the company or we got it from a third party  
17 or how we got the data. I thought that was your  
18 question, I'm sorry.

19 Q. Well, I was really going for what is the  
20 source of the information, not who handed it to you.  
21 I meant the --

22 A. Well, I got it electronically to begin  
23 with, so . . .

24 Q. Basically I'm talking about how was it

1 published. Using the word "published" broadly  
2 meaning in hard copy or electronically.

3 A. Well, this data came from the system  
4 operator, MISO, that I used. But I don't know that  
5 that's the only place you can get it.

6 Q. And on what period of time is the  
7 information available?

8 A. You mean when does it start?

9 Q. I'm sorry?

10 A. When does it start? Is that what you're  
11 asking me?

12 Q. No. Whether it's on an hourly basis, a  
13 daily basis, the information that you have.

14 A. The information I used was on a -- was  
15 aggregated by the time we actually used it in this.  
16 I don't recall the degree of disaggregation in the  
17 raw data. For my purposes in this instance all I was  
18 looking for was an average over a two-year period. I  
19 don't recall the ultimate degree of disaggregation.

20 Q. Did you use realtime or day-ahead data?

21 A. This would be -- I don't know without  
22 looking at the data set. It was daily data but I  
23 can't remember. I don't know offhand. Again, I  
24 could find out obviously.

1 Q. Okay. On page 8 on line 9 you refer to  
2 the Ohio companies' load zone. Do you see that?

3 A. Yeah, I think it's called FESER or FESR,  
4 but go ahead, yes.

5 Q. I was wondering how it's defined.

6 A. That's how it's defined.

7 Q. Who is it defined by? That's a MISO  
8 designation?

9 A. That's correct.

10 Q. All right. On page 8, line 12, you see  
11 that you make a reference to realtime energy prices.

12 A. Yeah.

13 Q. Could you describe how realtime energy  
14 prices differ from forward contracts?

15 A. Well, realtime prices refer to the  
16 then-current price for delivery the next day. A  
17 forward contract can be over an extended period of  
18 time.

19 Q. You agree that a forward contract -- do  
20 you agree that forward contract prices are formed  
21 from an expectation of the realtime prices?

22 A. They are the expected realtime price that  
23 would prevail at the termed maturity of the contract.  
24 In theory you're trying to predict what the spot

1 price will be in the future.

2 Q. Okay, let's go to page 9, lines 16  
3 through 22 at the bottom of page 9.

4 A. Okay.

5 Q. And again, we're talking about the use of  
6 LMP data. Is this the same LMP data that you used in  
7 your previous adjustment for locational costs I  
8 believe we just discussed?

9 A. Yes.

10 Q. I'm sorry, is this the same LMP data?

11 A. Yes.

12 Q. Okay. Let's go to page 10 of your  
13 testimony, and you have proposed the capacity  
14 adjustments starting on page 10 of your prefiled  
15 testimony.

16 A. The capacity cost.

17 Q. The capacity cost, yes. As part of that  
18 you assume on page 11, lines 17 through 18, that  
19 there will be a need to meet 113.5 percent of  
20 projected annual peak, correct?

21 A. That's correct.

22 Q. Is there any requirement to carry  
23 reserves at any other time, that is other than the  
24 peak time?

1           A.   Well, the requirement is a peak  
2 requirement. I don't understand what you mean by  
3 "required." You would ultimately have larger  
4 demonstrated resources on a percentage basis off peak  
5 just simply by the arithmetic. If you had 113  
6 percent on-peak, you would have a higher margin  
7 off-peak. I don't really -- is that what you were  
8 asking me?

9           Q.   Hang on for just a moment.

10                   What is the capacity cost that you're  
11 referring to in your testimony? Does that relate to  
12 reserves or to reserves plus the actual load  
13 requirement?

14           A.   It's -- the capacity cost that I use is  
15 somewhat generic in the sense that it is for all  
16 capacity requirements outside of ancillary services,  
17 if I understand your questioning.

18           Q.   I'm now moving on to page 14 of your  
19 testimony.

20           A.   Okay.

21           Q.   This is regarding the cost of  
22 transmission and ancillary services.

23           A.   Right.

24           Q.   You have \$7.50 on line 11.



1 A. Yes, I do.

2 Q. And that is ultimately factored into your  
3 \$90.47 price for 2009 that's listed on your page 2,  
4 correct?

5 A. Yes, or in Exhibit 8, either one. Where  
6 it appears independently, it appears by itself. But  
7 you're right, it is part of the collection of costs  
8 that make up the slice of service cost for the year  
9 2009, '10, and '11.

10 Q. Has this \$7.50 figure been factored up by  
11 the 20 percent in 2009 for the risk margin that's  
12 discussed later in your testimony?

13 A. Factored up in -- I'm sorry, I don't  
14 understand. Either I don't understand the term or I  
15 don't understand the question. You mean is it part  
16 of --

17 Q. I guess the question is does that \$7.50  
18 get multiplied by that 20 percent factor for 2009 in  
19 your calculations?

20 A. Yes.

21 Q. And then it would be -- the 30 percent  
22 factor would be used for 2010 and the 40 percent  
23 would be used for 2011?

24 A. Yes. Given those customer shopping

1 categories, yes.

2 Q. Okay, I'm on page -- all right, I think I  
3 may have had a question answered here. I was looking  
4 at Exhibit 6.

5 A. You want me to turn to Exhibit 6?

6 Q. Yeah.

7 A. Okay, go ahead. I got it.

8 Q. These observed margins, I believe you  
9 said Illinois you got it from the Illinois commission  
10 and the others you got from, did I understand it was  
11 from the Graves testimony in a Maryland case?

12 A. Yes. Case No. 9117 from September of  
13 last year.

14 Q. 91 what?

15 A. 9117 from September of last year.

16 MR. SMALL: Dr. Jones, thank you very  
17 much. That concludes my questions.

18 MR. HAYDEN: I think we're going to go  
19 ahead and take a ten-minute break here. I have about  
20 2:25. Come back about 2:35. Thank you.

21 (Recess taken.)

22 MR. HAYDEN: Go ahead, Mark.

23 - - -

24

EXAMINATION

By Mr. Yurick:

Q. Dr. Jones, are you there?

A. I am, yes.

Q. Can you hear me all right, sir?

A. Yes, sir.

Q. My name is Mark Yurick, and I represent The Kroger Company, and I have just a few questions for you. If you can turn to page 5 of your testimony.

A. Okay.

Q. I'm looking at the bottom of the page, lines 18 through 22, I want to make sure I understand you. You say "Of course, the direct cost components are in fact highly uncertain, and they cannot be hedged perfectly. Thus, as explained in more detail below, I include a 'margin' to reflect the amount of expected return that a bidder would require for accepting the substantial risks of providing full requirements service at fixed prices for the Ohio Companies' standard service offer." Do you see that, sir?

A. Yes. Yes, I do.

Q. Is one of the substantial risks of

1 providing full requirements service at fixed prices  
2 the risk of shopping?

3 A. Yes.

4 Q. Okay. Is the risk of shopping, then,  
5 included in your margin?

6 A. Yes.

7 Q. Is that quantified particularly or  
8 anyplace that I can look, or is it just sort of just  
9 generally factored in?

10 A. It's generally factored in.

11 Q. Now, if I were a company, an industrial  
12 say user, and I had a special contract with  
13 FirstEnergy, depending on how the contract was  
14 written that would eliminate my ability to shop,  
15 wouldn't it?

16 A. It's possible.

17 Q. Well, I can think of a hypothetical where  
18 I am an industrial user and I have a contract with  
19 FirstEnergy saying I'll buy power at X rate and  
20 you'll sell me power at X rate for a certain number  
21 of years which means I can't shop, okay?

22 A. Well, I don't know that I agree with  
23 that, but it's possible to structure a contract that  
24 would prevent you from shopping.

1 Q. Right. That's all I'm asking. I'm just  
2 saying that it's possible to structure a contract, a  
3 special arrangement or a contract such that my  
4 ability to shop would be eliminated, correct?

5 A. Or severely restricted. You could  
6 retain -- no matter how onerous the terms and  
7 conditions for a particular quantity of power you may  
8 be acquiring from FirstEnergy, incremental power  
9 requirements beyond that would not be restricted from  
10 shopping.

11 Q. Okay, but I mean -- yeah, I guess it's  
12 always possible to breach a contract. All I'm --

13 A. No, that's not a breach of contract. If  
14 the contract terms and conditions stipulate a  
15 particular quantity and your requirements exceed that  
16 quantity, which you would have to obtain from the  
17 marketplace somewhere somehow, you wouldn't  
18 necessarily be bound by the terms and conditions of  
19 the original contract.

20 Q. But the company wouldn't be bound to  
21 supply those excess amounts pursuant to a standard  
22 service offer, right?

23 A. I'd have to think about that.

24 Q. Well, I guess if I have a contract, I'm

1 an industrial user, I have a contract to buy X amount  
2 of power from you, not pursuant to a standard service  
3 offer but pursuant to a contract, and I use more  
4 power than that, you're not required to, as the  
5 utility, to provide that power at anything less than  
6 a market rate, certainly.

7 A. Like I said, I'd have to think about  
8 that. As I sit here now I don't have an answer to  
9 that question.

10 Q. So I guess the answer to the question is  
11 you don't know.

12 A. No. That's not what I said.

13 Q. Okay.

14 A. I said I'd --

15 Q. I guess if you want to think about it and  
16 provide me with an answer in writing, that would be  
17 okay with me, but I guess sitting here right now your  
18 answer is you don't know. Am I mischaracterizing  
19 that?

20 A. I think I'll stick with my original  
21 answer is I would have to think about it.

22 Q. Let me ask you another question, Doctor.  
23 If I were somebody who is supplying generation, okay,  
24 in other words I was a bidder on one of the

1 tranches --

2 A. Yes.

3 Q. -- would it be relevant for me to know  
4 how much of a certain slice of system is covered by a  
5 special contract or special arrangement?

6 A. Well, I think in the hypothetical more  
7 information is always better than less. As to  
8 whether or not it's a requirement, I can't answer  
9 that.

10 Q. Well, I'm just asking if let's say you  
11 had a company and you were providing generation to  
12 FirstEnergy for a particular slice of system,  
13 wouldn't it be relevant information for you to  
14 consider how much of that slice of system was  
15 provided pursuant to a special contract?

16 A. I really haven't looked at that as part  
17 of this analysis. Like I said, you're catching me --  
18 that's why I answered in the hypothetical, I just  
19 don't -- I don't know as I sit here right now. I  
20 don't know. I haven't considered it.

21 Q. Well, let me ask you this, just in  
22 general, as a general rule, and this goes again to  
23 your testimony on page 5 where you say that the cost  
24 components are highly uncertain and cannot be hedged

1 perfectly, wouldn't it assist you in hedging if you  
2 knew that a particular company was required to  
3 purchase a certain amount of energy pursuant to a  
4 special arrangement?

5 A. Well, as I indicated, this general, or in  
6 the hypothetical, or in business in general, anytime  
7 you have more information with regard to structuring  
8 a hedge, whether it has to do with a special contract  
9 or not, anytime you have more information, you're  
10 better off.

11 Q. Okay. I appreciate that. I thank you  
12 for your patience. I apologize if my questions are  
13 inartful. I'm just trying to make sure I understand,  
14 you know, what you're testifying to and what you're  
15 not.

16 If you could turn to page 17.

17 A. Okay.

18 Q. You talk about, in lines 15 through 20,  
19 and again this is, I'm going to ask you sort of about  
20 special arrangements and contracts as applied to  
21 shopping risk. When you say, I guess at lines 19 and  
22 20, "This uncertainty makes it very difficult for the  
23 supplier to hedge its costs of providing electric  
24 service," if you had a special arrangement or a



1 special contract that made it more difficult for a  
2 particular customer to switch, would that assist you  
3 in managing shopping risk?

4 A. Anytime you reduce the uncertainty --  
5 anytime you reduce the uncertainty with regard to any  
6 component of risk then your hedging becomes a simpler  
7 task.

8 Q. And that would include special  
9 arrangements or special contracts, right?

10 A. Well, it would depend upon the terms and  
11 conditions of the contract, and as I said, I haven't  
12 looked at that and, I mean -- maybe. Maybe not. I  
13 don't know.

14 Q. This is my last thing, Doctor, and again  
15 I appreciate your patience, on page 18 --

16 A. Right.

17 Q. -- you say in line 10 "Industrial  
18 customers virtually always present a high level of  
19 shopping risk, since they tend to be sophisticated  
20 buyers of large load and relatively lower  
21 load-shaping costs, making them attractive customers  
22 for competitive retail suppliers." Do you see that?

23 A. Yes.

24 Q. It would be possible to structure a

1 special contract or a special arrangement such that  
2 those industrial customers would be less attractive  
3 for competitive retail suppliers; isn't that right?

4 A. I'm sorry, a contract with whom?

5 Q. With the industrial customer.

6 A. I know, but who's on the other side of  
7 the contract from the industrial customer?

8 Q. The utility.

9 A. The LSE, the load-serving entity, for  
10 that industrial customer? I'm sorry, I just don't  
11 understand. Are you saying you could -- well, go  
12 ahead, restate your question.

13 Q. Well, in this case FE, let's say that the  
14 distribution company has a special arrangement with  
15 an industrial customer.

16 A. Your client, for example.

17 Q. I'm sorry?

18 A. Your client, for example.

19 Q. For example, correct.

20 Doesn't the fact that we have a special  
21 arrangement or a special contract, doesn't that  
22 mitigate the risk of me going out and shopping?

23 A. Well, I certainly -- I certainly can't  
24 deny that it might, but I have not looked at that so

1 I simply don't know. I just, without the terms and  
2 conditions of the agreement and a comprehensive  
3 analysis of the contracts, I don't know what the  
4 answer to your question is.

5 Q. Okay. So let me ask you this: In your  
6 testimony -- I guess what you're saying is in your  
7 testimony you didn't consider the effect that special  
8 contracts or special arrangements had on pricing at  
9 all; is that correct?

10 A. That's right.

11 MR. YURICK: I don't have any other  
12 questions.

13 MR. HAYDEN: Does anybody else on the  
14 phone have more questions?

15 (No response.)

16 MR. HAYDEN: Okay, Brett.

17 - - -  
18 EXAMINATION

19 By Mr. Breitschwerdt:

20 Q. Sure, good afternoon, Mr. Jones. My name  
21 is Brett Breitschwerdt. I'm here on behalf of NOPEC  
22 to ask you a few questions. The first -- we'll be  
23 staying in the same area, generally, I just have a  
24 few questions.

1           Page 18, line 13 through 17 you note that  
2 shopping by non-industrial retail customers has been  
3 highly variable. Can you explain what you meant by  
4 that statement, "highly variable"?

5           A. It means that they've had a propensity to  
6 shop that tended to increase with the opportunity to  
7 shop.

8           Q. Okay. Increase with the opportunity to  
9 shop. And you note that in 2004 there was a high of  
10 69 percent and 75 percent. Presumably that would  
11 mean that after 2004 although the opportunity to shop  
12 was present, that those levels decreased; is that  
13 correct?

14          A. Yes, due to certain structural changes in  
15 the marketplace.

16          Q. Could you explain what those structural  
17 changes in the marketplace were?

18          A. Well, you began -- that was the era in  
19 which you began to have legislated -- a legislative  
20 activity recognizing that with the end of the period  
21 of protection offered by the original deregulation of  
22 the industry in this state that current trends in  
23 energy prices and so forth were making it looked like  
24 you would have price shock across customer classes,

1 and so among other things you had initial legislative  
2 action to mitigate the possibility of that shock.

3 Q. So the market conditions were not  
4 favorable for shopping post-2004 is what you're  
5 saying at this point.

6 A. Well, I'm saying it was a combination of  
7 factors, but mainly the regulatory factors that  
8 tended to soften, if it were, the intensity of  
9 shopping.

10 Q. Okay. On page 20 of your testimony you  
11 discuss, this is lines 14 through 17, you discuss --  
12 we went over this ground earlier but the 50 percent,  
13 75 percent, hundred percent, and you premised that by  
14 saying "if market conditions were favorable," this  
15 amount of shopping could occur. Would you agree  
16 that's --

17 A. It's possible it could occur, yes.

18 Q. Okay. But we're kind of returning to the  
19 same position we were in 2004 and 2005 where you have  
20 to show that there's a possibility based on the  
21 regulatory environment I think as you put it.

22 A. Well, I think this new -- the statute and  
23 all the requirements that we're going through now to  
24 both honor the statute and to position in this case

1 the FirstEnergy companies for the next three years  
2 will provide that opportunity.

3 Q. Okay. I guess my next question then,  
4 based on that, is would it be relevant in the way you  
5 develop your analysis that the companies' are  
6 proposing a plan that is premised on no shopping  
7 occurring in their service territory? I mean, their  
8 regulatory construct, the electric security plan  
9 they're proposing is based on no shopping occurring  
10 and then you're saying if market conditions are  
11 favorable, then 50 percent, 75 percent, or a hundred  
12 percent of these customers could shop. Is that --  
13 that seems to --

14 A. Well, I guess --

15 Q. -- oppose the form -- sorry.

16 A. No, I'm a little troubled by the premise  
17 that the company is proposing its plan as it were and  
18 assuming there'll be no shopping. Is that what  
19 you're saying?

20 Q. That's correct. If you -- I understand  
21 you only have your testimony here today, but I can  
22 refer you to line 1, page 19 of Mr. David Blank's  
23 testimony.

24 A. Oh, okay.

1           Q.   That's fine. Essentially I'll read you  
2   the statement. It says "For both the ESP and the  
3   market case we have assumed that there was no  
4   shopping." So they've structured both their market  
5   option and their electric security plan based on the  
6   fact that there is not going to be any shopping  
7   occurring within their service territories.

8           A.   Well, if that's what he said, that's what  
9   he said.

10          Q.   Okay. I guess my question to you then,  
11   since your testimony is on the market rate offer that  
12   you've constructed, is this fact relevant, and how is  
13   it relevant?

14          A.   No, I think -- well, ideally it goes  
15   without saying FirstEnergy would like no customer to  
16   leave their service territory and shop, simply  
17   because more is better than less. And I don't know  
18   under what conditions, I don't know why Mr. Blank  
19   said what he said, I'm not an expert in his  
20   testimony, but the fact of the matter is the  
21   opportunity to shop will undoubtedly cause some  
22   people to shop.

23          Q.   But you would agree with me that if the  
24   price that customers can seek from competitive

1 suppliers to the market is limited by the electric  
2 security plan the companies proposed, then shopping  
3 will be substantial -- or potentially could be  
4 substantially lower than the 50 percent, the  
5 75 percent, and hundred percent that you propose for  
6 the three years of the plan.

7 A. Could you repeat the question, please?

8 Q. Sure. Essentially if the construct, the  
9 regulatory construct, the electric security plan that  
10 the companies proposed is designed in a manner where  
11 they essentially design it where no shopping will be  
12 contemplated or included in the plan, then the  
13 50 percent, 75 percent, and hundred percent shopping,  
14 the potential that those will occur will be  
15 substantially decreased, the probability of that. I  
16 recognize that your testimony discusses possibility,  
17 but --

18 A. Yeah, I just was trying to make sure that  
19 I understood what your question actually was asking.

20 Q. Sure.

21 A. It sounds like you're asking me if the  
22 prices that FirstEnergy offers its customers are  
23 lower than anything that anyone else offers, other  
24 things equal, that customers won't leave FirstEnergy,



1 and I think almost by definition of it that's almost  
2 a tautology. Is that not what you're saying?

3 Q. That is. That is.

4 A. Okay. Go ahead.

5 Q. Just to reiterate your statement earlier  
6 that that would be in the best interest of the  
7 companies; FirstEnergy.

8 A. It certainly would be in the best  
9 interest of the consumer to get a lower price than  
10 the higher price.

11 Q. Certainly, you would also agree with me  
12 it would be in the best interest of the companies as  
13 well.

14 A. What I said was you -- it has to be  
15 qualified with other things equaled. There may be  
16 terms under which that wouldn't be in the best  
17 interest of the company, but generally speaking any  
18 time you can retain your customer base and  
19 simultaneously those customers are made better off,  
20 that's a Pareto optimal solution, as we economists  
21 say, and everything is net net better off.

22 MR. BREITSCHWERDT: Thank you. That's  
23 all the questions I have.

24 MR. HAYDEN: Does anybody else have

1 questions for Dr. Jones?

2 MR. DUNN: Yeah. This is Greg Dunn with  
3 Cleveland.

4 MR. HAYDEN: Okay.

5 MR. DUNN: I have a question. It's  
6 Gregory J. Dunn on behalf of city of Cleveland, for  
7 the court reporter.

8 - - -  
9 EXAMINATION

10 By Mr. Dunn:

11 Q. I just want to clear something up. On  
12 page 5 you reference at line -- starting at line 9  
13 provided with the local forecast data. Who provided  
14 you that?

15 A. The load forecast data?

16 Q. Yes. Sorry.

17 A. FirstEnergy.

18 Q. Okay. And do you have that, a copy of  
19 that?

20 A. Do I have it? It's part of this --

21 Q. Well --

22 A. Not in front of me I don't.

23 Q. Okay.

24 A. Are you asking me the raw data that they

1 gave us?

2 Q. Yes.

3 A. It's in discovery somewhere. I know we  
4 provided it in discovery.

5 Q. Okay. I'll go -- you don't know where it  
6 is in discovery, okay.

7 A. Not off the top of my head, no. I'm  
8 sorry.

9 MR. DUNN: Okay. That's all I've got.

10 MR. HAYDEN: Does anybody else have  
11 questions for Dr. Jones?

12 (No response.)

13 MR. HAYDEN: Okay. Hearing none, I  
14 believe we are done. Thank you very much.

15 (The deposition concluded at 2:56 p.m.)

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24

1 State of \_\_\_\_\_ :  
 2 County of \_\_\_\_\_ : SS:

3 I, Scott T. Jones, do hereby certify that I  
 4 have read the foregoing transcript of my deposition  
 5 given on Tuesday, September 23, 2008; that together  
 6 with the correction page attached hereto noting  
 7 changes in form or substance, if any, it is true and  
 8 correct.

9 \_\_\_\_\_  
 10 Scott T. Jones

11 I do hereby certify that the foregoing  
 12 transcript of the deposition of Scott T. Jones was  
 13 submitted to the witness for reading and signing;  
 14 that after he had stated to the undersigned Notary  
 15 Public that he had read and examined his deposition,  
 16 he signed the same in my presence on the \_\_\_\_\_ day  
 17 of \_\_\_\_\_, 2008.

18 \_\_\_\_\_  
 19 Notary Public

20 My commission expires \_\_\_\_\_, \_\_\_\_\_.  
 21 - - -  
 22  
 23  
 24

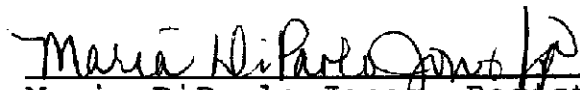
CERTIFICATE

State of Ohio :  
County of Franklin : SS:

I, Maria DiPaolo Jones, Notary Public in and for the State of Ohio, duly commissioned and qualified, certify that the within named Scott T. Jones was by me duly sworn to testify to the whole truth in the cause aforesaid; that the testimony was taken down by me in stenotypy in the presence of said witness, afterwards transcribed upon a computer; that the foregoing is a true and correct transcript of the testimony given by said witness taken at the time and place in the foregoing caption specified and completed without adjournment.

I certify that I am not a relative, employee, or attorney of any of the parties hereto, or of any attorney or counsel employed by the parties, or financially interested in the action.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal of office at Columbus, Ohio, on this 25th day of September, 2008.

  
Maria DiPaolo Jones, Registered  
Diplomate Reporter, CRR and  
Notary Public in and for the  
State of Ohio.

My commission expires June 19, 2011.

(MDJ-3262B)

- - -