

FILE

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From: ContactThePUCO@puc.state.oh.us
Sent: Monday, March 01, 2010 2:41 PM
To: Docketing
Subject: FirstEnergy Rate Case

Public Utilities Commission of Ohio
Investigation and Audit Division

Memorandum

Date: 3/1/2010

Re: Phillip Bogdanoff
1950 Bender Ln
Copley, OH 44321

RECEIVED-DOCKETING DIV
2010 MAR -1 PM 2:41
PUCO

Docketing Case No.: 10-0176-EL-ATA

Notes: I own an all electric home with a geothermal heating and air conditioning system. This past year my electric rates have almost doubled and last month I had my highest electric bill of \$647. The PUCO made a serious mistake when allowing First Energy to default on their commitment to provide all electric homes with a discounted electric rate as long as the homeowner owned their house.

When I was building my home in 1992, First Energy was marketing a geothermal system. I spoke to their representatives on numerous occasions and he came to my house to explain the system to me. Their representative offered me incentives to go with this system including a free water heater. This system was approximately \$5,000 more expensive than a standard heating system. Further, it could not be converted to gas and was a lifetime commitment to First Energy.

Their representative indicated that I would save money using this system over the lifetime of owning this home because it was energy efficient and most importantly, First Energy would offer a discounted electric rate. Their representative came to my house on numerous occasions to make sure the system was installed properly and was working properly.

Last year I received my letter from First Energy indicating that these discounted rates were no longer needed and that it did not encourage energy conservation. When I read this letter I realized the I did not have written commitment from First Energy to provide these discounted rates during the ownership of my home. However, First Energy has a moral and ethical commitment to continue these rates based upon their marketing of the geothermal systems and their promise to save the consumer money over the lifetime ownership of their home. A heating and cooling system is unlike most other consumer goods. I can neither sell my geothermal system nor can I trade it in for another heating system. My geothermal heating system is part of the foundation of my home. I paid a premium for this system based upon a sales pitch by First Energy that I would save money over the lifetime ownership of my home based upon their discounted rates. I am asking the OPUC to force First Energy to honor their promise to consumers.

Philip Bogdanoff 330 665 4779

Please docket the attached in the case number above.

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