

10-176-EL-ATA

Electric Rate Town Hall Meeting

Consumer Complaint Form

Representatives Lorraine M. Fende and Deborah Newcomb

RECEIVED-DOCKETING DIV
2010 MAR -3 PM 2:13
PUCO

Full Name: William Howard Willoughby Jr. E-mail Address: whwill0@earthlink.net

Street Address: 8279 Whitney Lane

City: Concord

County: Lake

Zip: 44077

Phone where you can be reached between 8AM and 5PM:

440 679 0161

Utility Company Name: The Illuminating Company

Complaint:

My rate went from 5.1¢ per KWH to 10.9¢ per KWH on a 96% increase.

This is apparently reflective of inclining rates as opposed to declining rate. Most businesses make prices more favorable for good customers who purchase more goods and services. Are the good business reasons for inclining rates in this marketplace?

Are you between the ages of:

- a) 18 or under b) 19-29
c) 30-45 d) 46-64

e) Over 65

How did you first hear of the Ohio Consumers' Counsel?

- a) Mailing b) Media
c) Friend or Relative d) Internet
e) Utility Co./Bill f) Other

How important is it for you to have access to the Ohio Consumers' Counsel, the state agency that advocates for consumers and provides information about utility issues?

- a) Very important b) Important
c) Not important d) Not important at all
e) Don't know/no opinion

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business
Technician ANJ Date Processed 3/3/10