

FILE

ANIL 10261000 W

8279 Whitney Lane
Concord Twp. OH 44077
October 20, 2010

PUCO
180 E. Broad St.
Columbus, OH 43215

Case: 10-176-EL-ATA

Dear Sir or Madam,

I am the owner of a large all electric home. We purchased the home in 1989 and would not have purchased an all electric home without assurances that the house had a special electric rate for heating including water heating. We previously had gas heat and water heating and had heard how expensive electric heat was. It is a violation of contract to change the agreement once the house is built but I acknowledge that I have no written contract.

If the rates must be adjusted, I suggest that the rate increase apply first during the non-heating months April-Nov. Over a 5 or 10 year period the higher rates could be phased in during the heating months. Heat is a necessity and in most cases air conditioning is optional in No. Ohio. Another option would be for the electric company to pay for the installation of the gas lines that they discouraged when the houses were under construction. Homeowners would still have to buy gas heating equipment.

I do not envy you the task of trying to be fair to everyone. The major cost of this strategic marketing error by the electric companies should be borne by those responsible, the electric companies. At the time they wanted to sell more electricity by promoting a volume discount and now they no longer want to offer a volume discount. They changed their objective of promoting more use of electricity. Now they want the owners of all electric homes to believe they are guilty for causing their non-all electric neighbor to pay a higher rate. Absurd! It is no different than buying an airline ticket where no one pays the same price. If I pay less for my seat am I the reason my seatmate was required to pay more? If I buy a product at 5 for \$10 am I to blame for someone paying more when they buy only one for \$2.25. Volume discounts are found everywhere. Look at Sam's Club and Costco. Do businesses pay the same rates as residential customers?

Thanks for reading my opinion.

Sincerely,

Ann P Willoughby

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OCT 26 2010

INVESTIGATION AND AUDIT DIVISION
PUBLIC UTILITIES COMMISSION OF OHIO

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