

May 10, 2011

Renee J. Jenkins
Director, Administration Department
Secretary to the Commission
Docketing Division
The Public Utilities Commission of Ohio
180 East Broad Street
Columbus, Ohio 43215-3793

SUBJECT: Case Nos. 09-0581-EL-EEC
 09-1942-EL-EEC
 09-1947-EL-POR
 89-6001-EL-TRF

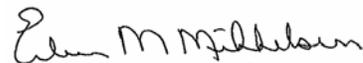
Dear Ms. Jenkins:

In compliance with the Order dated May 4, 2011 in the above mentioned cases, please file the attached Demand Side Management and Energy Efficiency Rider (DSE) and associated pages on behalf of The Cleveland Electric Illuminating Company.

Please file one copy of the tariffs in each of the above mentioned cases and designate two copies for distribution to the Rates and Tariffs, Energy and Water Division of the Commission's Utilities Department.

Thank you.

Sincerely,



Eileen M. Mikkelsen
Director, Rates & Regulatory Affairs

Enclosures

TABLE OF CONTENTS

The following rates, rules and regulations for electric service are applicable throughout the Company's service territory except as noted.

	<u>Sheet</u>	<u>Effective Date</u>
TABLE OF CONTENTS	1	05-18-11
DEFINITION OF TERRITORY	3	05-01-09
ELECTRIC SERVICE REGULATIONS	4	12-04-09
ELECTRIC SERVICE SCHEDULES		
Residential Service (Rate "RS")	10	05-01-09
General Service - Secondary (Rate "GS")	20	05-01-09
General Service - Primary (Rate "GP")	21	05-01-09
General Service - Subtransmission (Rate "GSU")	22	05-01-09
General Service - Transmission (Rate "GT")	23	05-01-09
Street Lighting Provisions	30	05-01-09
Street Lighting (Rate "STL")	31	05-01-09
Traffic Lighting (Rate "TRF")	32	05-01-09
Private Outdoor Lighting (Rate "POL")	33	06-01-09
MISCELLANEOUS CHARGES	75	05-01-09
OTHER SERVICE		
Partial Service	46	01-01-06
Cogenerators and Small Power Production Facilities	48	01-01-03
Residential Renewable Energy Credit Purchase Program	60	10-01-09
Retail Transition Cost Recovery of Non-bypassable Regulatory Transition Charges	74	05-01-09
Interconnection Tariff	95	01-01-09

TABLE OF CONTENTS

RIDERS	<u>Sheet</u>	<u>Effective Date</u>
Summary	80	03-17-10
Residential Distribution Credit	81	05-21-10
Transmission and Ancillary Service Rider	83	09-22-10
Alternative Energy Resource	84	04-01-11
School Distribution Credit	85	06-01-09
Business Distribution Credit	86	05-01-09
Hospital Net Energy Metering	87	10-27-09
Regulatory Transition & Transition Rate Credit	89	06-01-09
Universal Service	90	12-22-10
Temporary Energy Efficiency	91	01-01-06
State kWh Tax	92	05-01-09
Net Energy Metering	93	10-27-09
Grandfathered Contract	94	06-01-09
Delta Revenue Recovery	96	04-01-11
Demand Side Management	97	01-01-11
Reasonable Arrangement	98	06-01-09
Distribution Uncollectible	99	04-01-11
Deferred Transmission Cost Recovery	100	01-01-11
Economic Load Response Program	101	06-01-09
Optional Load Response Program	102	06-01-09
Generation Cost Reconciliation	103	04-01-11
Green Resource	104	06-01-09
Fuel	105	06-01-09
Advanced Metering Infrastructure / Modern Grid	106	04-01-11
Line Extension Cost Recovery	107	06-01-09
Delivery Service Improvement	108	04-01-09
PIPP Uncollectible	109	04-01-11
Non-Distribution Uncollectible	110	04-01-11
Experimental Real Time Pricing	111	06-01-10
CEI Delta Revenue Recovery	112	04-01-11
Experimental Critical Peak Pricing	113	06-01-10
Generation Service	114	06-01-10
Demand Side Management and Energy Efficiency	115	05-18-11
Economic Development	116	04-01-11
Deferred Generation Cost Recovery	117	06-01-09
Deferred Fuel Cost Recovery	118	01-01-11
Residential Deferred Distribution Cost Recovery	120	02-01-11
Non-Residential Deferred Distribution Cost Recovery	121	02-01-11
Residential Generation Credit	123	05-21-10

RIDER DSE
Demand Side Management and Energy Efficiency Rider

The Company reserves the right to revise such schedule consistent with the Commission's final rules, which may include modification or deletion of all or portions of this schedule.

APPLICABILITY:

Applicable to any customer that takes electric service under the Company's rate schedules. The following charges will apply, by rate schedule, effective for service rendered beginning May 18, 2011, for all kWhs per kWh:

<u>RATE:</u>	<u>DSE1</u>	<u>DSE2</u>
RS	0.0260¢	0.2070¢
GS	0.0260¢	0.1392¢
GP	0.0260¢	0.0677¢
GSU	0.0260¢	0.0675¢
GT	0.0260¢	0.0671¢
STL	0.0260¢	0.0000¢
TRF	0.0260¢	0.4509¢
POL	0.0260¢	0.0000¢

PROVISIONS:

1. The DSE1 charges set forth in this Rider recover costs incurred by the Company associated with customers taking service under the Economic Load Response Rider (ELR) and Optional Load Response Rider (OLR).
2. The DSE2 charges set forth in this Rider recover costs incurred by the Company associated with the programs that may be implemented by the Company to secure compliance with the, energy efficiency and peak demand reduction requirements in Section 4928.66, Revised Code through demand-response programs, energy efficiency programs, peak demand reduction programs, and self-directed demand-response, energy efficiency or other customer-sited programs. The costs initially deferred by the Company and subsequently fully recovered through this Rider will be all program costs, including but not limited to any customer incentives or rebates paid, applicable carrying costs, all reasonable administrative costs to conduct such programs, and lost distribution revenues resulting from the implementation of such programs.

RIDER UPDATES:

1. The DSE1 charges set forth in this Rider shall be updated semi-annually. No later than December 1st and June 1st of each year, the Company shall file with the PUCO a request for approval of the these charges which, unless otherwise ordered by the PUCO, shall become effective on a service rendered basis on January 1st and July 1st of each year, beginning with the January 1, 2010 effective date.

This foregoing document was electronically filed with the Public Utilities

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5/10/2011 3:34:41 PM

in

Case No(s). 09-0581-EL-EEC, 09-1942-EL-EEC, 09-1947-EL-POR, 89-6001-EL-TRF

Summary: Tariff pages in compliance with the Order dated May 4, 2011 please file the attached Demand Side Management and Energy Efficiency Rider (DSE) and associated pages on behalf of The Cleveland Electric Illuminating Company electronically filed by Mr. George A Yurchisin on behalf of FirstEnergy Corp. and Mikkelsen, Eileen M.