

From: webmaster@puc.state.oh.us  
 To: ContactThePUCO  
 Subject: 71497  
 Received: 12/19/2012 4:08:15 PM  
 Message:  
 WEB ID: 71497 AT:12-19-2012 at 04:08 PM

Related Case Number: 12-3151

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NAME: Mr. John Tough

CONTACT SENDER ? Yes

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RECEIVED-DOCKETING DIV  
 2012 DEC 20 PM 1:57  
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PHONE INFORMATION:

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INDUSTRY:Electric

ACCOUNT INFORMATION:

- Company: Choose Energy, Inc.
- Name on account: John Tough
- *(no service address provided?)*
- *(no service phone number provided?)*
- *(no account number provided?)*

COMMENT DESCRIPTION:

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 Technician                      Date Processed **NOV 19 2012**

December 19, 2012 Ohio Public Utilities Commission Barcy F. McNeal, Secretary Identification Number: 12-3151-EL-COI Members of the Commission, Choose Energy, Inc. is pleased to present some feedback on the Commission's Investigation into Ohio's Retail Electric Service Market. As a firm, we have been active as a proponent of electricity deregulation since 2006 and are pleased to have recently entered the Ohio market. Choose Energy, Inc. originated in and has been serving the Texas market for almost a decade. In this time, the Texas market became increasingly populated with a variety of energy

brokers that utilize the underlying nomenclature of the nationwide “Power to Choose” motto surrounding nationwide energy deregulation. With this competition, we here at Choose have become especially strong in optimizing media distribution to educate, target and migrate residential and commercial customers. These results have led to tens of thousands of customer migrations per year in the state of Texas alone and we believe that our messaging and easy to use platform can simplify energy choice for consumers in every state. -- We at Choose Energy believe that the Ohio Commission has successfully created a market that supports competitive choice and are proud to service Ohio customers within the existing framework. In the Commission’s order (Case Number: 12-3151-EL-COI) many questions are directed towards how the market design can be improved. The following question is where Choose Energy, Inc. believes that select market improvements can be made: 1) Are there additional market design changes that should be implemented to eliminate any status quo bias benefit for default service? Status Quo As consumers come to the PUC Ohio website to learn more about competitive supply, many are directed to the “Apples to Apples” comparison charts to gain specific terms and insights that are typically lost in general marketing materials. This is the link to the site: <http://www.puco.ohio.gov/puco/index.cfm/apples-to-apples/aep-electric-apples-to-apples-chart/> Site Flow After the consumer arrives at the site, there is an inundation with plan details, termination specifics, pricing details, websites and dates. For the average consumer unsure about competitive supply, this is information overload. And, in the event that a consumer does have the confidence to select a plan, the consumer must then click on a website link to be re-directed to the generic page of a CEP only to be re-started in the entire process. Net, this is not a consumer-friendly environment and likely leaves many consumers confused and hesitant to switch to competitive supply, benefitting the default service utility.

Choose Energy, Inc. would like to further eliminate these barriers of adoption and provide the Ohio PUC a Choose Energy, Inc. white label platform. Using a white label platform, the Ohio PUC remains the brand for the site and maintains all description and materials represented authority. However, the design, implementation and selection of plans will be much more automated and interactive for both the consumer and the CEPs, with up-to-date pricing and terms. In addition, given the technology running the Choose Energy platform and supporting API integration with each CEP, Choose Energy will allow for migrations to happen directly on the PUC site, not introducing any CEP websites where the consumer has to re-start the entire search process from a homepage and has less likelihood of migrating. Given that customers would be able to browse, select and enroll in a competitive plan all within the PUC website, the entire process will maintain a level of integrity, confidence and transparency that the consumer does not currently experience on the “Apples to Apples” site. We at Choose Energy, Inc. believe that this process would benefit the Ohio consumer and will help accelerate migration in the state. For those reasons, we would be happy to speak with the commission about providing a platform to bring greater transparency, design, simplicity and security to the PUC Ohio “Apples to Apples” choose website.

Regards,

John Tough Choose Energy, Inc. [jtough@chooseenergy.com](mailto:jtough@chooseenergy.com)