

**BEFORE
THE PUBLIC UTILITIES COMMISSION OF OHIO**

In the Matter of The Commission's Review of)	
its Rules for Competitive Retail Electric)	Case No. 12-1924-EL-ORD
Service Contained in chapters 4901:1-21 and)	
4901:1-24 of the Ohio Administrative Code)	

**COMMENTS OF THE DAYTON POWER AND LIGHT COMPANY REGARDING THE
COMMISSION'S REVIEW OF ITS RULES FOR COMPETITIVE RETAIL ELECTRIC
SERVICE CONTAINED IN CHAPTERS 4901:1-21 AND 4901:1-24 OF THE OHIO
ADMINISTRATIVE CODE**

The Dayton Power and Light Company ("DP&L" or "the Company") appreciates the opportunity to provide comments in response to the Entry dated November 7, 2012 in which the Public Utilities Commission of Ohio ("Commission" or "PUCO") solicited interested parties' comments on proposed changes relating to the Commission's competitive retail electric service rules. DP&L's comments are set forth below.

4901:1-21-05 Marketing and solicitation.

DP&L proposes that CRES providers be required to provide on verbal, written or recorded marketing materials a Commission-approved Electric Choice education statement. Electric Choice marketing has increased significantly since these rules were last revised and in DP&L's experience, customer confusion is rampant. DP&L proposes adding the following section to 21-05:

- (E) CRES providers shall include on all verbal, written or recorded marketing materials a Commission-approved Electric Choice education statement designed to inform the consumer of basic components of customer choice.

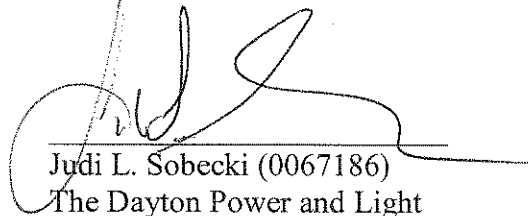
4901:1-21-06 Customer enrollment.

DP&L supports the deletion of 21-06(I), which allows customers to request an actual meter reading prior to the transfer of service to the new CRES provider. This provision would add unnecessary administrative burden and undue additional expense to the EDU, and is not something the customer needs to allow it to make an informed decision or realize savings.

DP&L also believes 21-06(J)(5)(b) should likewise be deleted, as it imposes additional administrative burden and costs on the EDU to locate and include CRES-specific telephone numbers. The telephone number of the utility provides sufficient customer protection and is all that should be required to be included in the drop notice.

As always, DP&L appreciates the opportunity to provide comments in connection with this five-year rule review, and urges the Commission to adopt the changes proposed by DP&L.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Judi L. Sobecki', is written over a horizontal line. The signature is fluid and cursive.

Judi L. Sobecki (0067186)
The Dayton Power and Light
Company
1065 Woodman Drive
Dayton, OH 45432
Telephone: (937) 259-7171
Facsimile: (937) 259-7178
Email: judi.sobecki@DPLINC.com

Attorney for The Dayton Power and
Light Company

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Case No(s). 12-1924-EL-ORD

Summary: Comments regarding the Commission's review of its rules for Competitive Retail Electric Service contained in chapters 4901:1-21 and 4901:1-24 of the O.A.C. electronically filed by Mr. Tyler A. Teuscher on behalf of The Dayton Power and Light Company